



CASE STUDY

How JK Moving Increased Individual Sales By 20% Using Buyer Intelligence

Learn how the largest moving company in North America used Humantic AI to increase individual team member sales by more than 20% within a month of adopting the platform.

About the Company

JK Moving Services is the largest independent moving company in North America. It provides local, long-distance, and global relocation services to a variety of commercial and residential clients.



About the Team

JK's specialized Consumer Sales team is focused solely on assisting consumers. It is an 'Inside Sales' team tasked with responding promptly and professionally to inquiries for residential move services.

The team's main objective is to provide reliable guidance for a stress-free relocation, which they achieve by leveraging technology and following established processes and best practices. Assistance is provided over the phone, via email, and through other virtual & digital channels.

The Business Development unit, which pursues companies for partnership opportunities, supports the team by identifying new tools to help build solid partnerships.

The Objective

JK Moving's professional consultants reported that, despite the company being one of the most loved and trusted brands in the space, they were losing certain prospects to their competition due to pricing and other factors.

Upon investigation, they found that in cases where the buyer-seller rapport was strong, premium pricing did not stop customers from making a booking, even if other service providers gave a competitive quote.

The key takeaway was an understanding that, in the moving industry, trust and comfort play a critical role in every customer's decision to choose a specific service provider.

The objective was to solve a key issue facing Inside Sales teams globally: build better rapport between buyers and sellers communicating through virtual channels.



Solution

To improve buyer-seller rapport, the team zeroed in on implementing social selling practices and relevant AI solutions designed to aid the pursuit.

Humantic AI's Buyer Intelligence platform happened to fit the bill almost perfectly. It provides actionable insights about buyers' likes, dislikes, and motivations.

By leveraging the insights from Humantic's Personality AI Assistant, two improvements quickly emerged: the Consumer Sales team was able to easily modify their sales approach to suit each buyer's specific needs and the Business Development team was able to more effectively engage and build new partnerships.

- **Tone and style of communication** - Teams were able to tailor their communication to suit their buyers' needs.
- **Speed and size of deals** - They were able to put together deals that matched their buyers' appetites & preferences.



1. Tone and style of communication

John Puleo, a consumer sales rep at JK Moving, was dealing with a high-energy prospect. John's natural style is to be direct, formal, and to the point. With this particular client, he stepped out of his comfort zone to sound “super friendly and excited” in every conversation and ended up winning them over. If he hadn’t known his prospect’s communication preferences, he might not have altered his usual selling style to cater to their needs so effectively.

On the other hand, sales rep Albert Rodriguez made an effort to be objective and informational to better connect with a prospect who had a very keen eye for information. He even sent them resources that matched their personality, further establishing their rapport.



Kelvin Phillip

Warehouse Supervisor,
Acme Inc. (North Carolina)

Friendly

Believer

Charismatic

DO's

Sound friendly

Be a story-teller

Engage in small talk

DONT's

Don't interrupt them

Don't be too objective

Skip the details



Amelia Mary

VP Commercial Sales,
Acme Inc. (California)

Diplomatic

Listener

Formal

DO's

Be formal, polite

Share more info

Pre-empt objections

DONT's

Don't be too social

Don't brush off concerns

Don't be transactional

With Humantic AI, the consumer sales team at JK Moving was able to identify their buyers' preferred styles and adapt to them.

2. Speed and size of deals

As noted above, Albert Rodriguez was dealing with a very objective and driven prospect. Following Humantic's insights on this prospect's preferred pace, Albert was able to get him to put down his deposit on the first call. Typically, this process would have taken multiple touch-points!

JK's data shows that opportunities that don't close in the first 48 hours are much less likely to close. So, reps are taught to be aggressive right out of the gate. But with Humantic AI's insights, they are able to know exactly when NOT doing that is the better course of action.

Another consultant Brandi Nicholson followed a different approach than Albert with a different prospect. She took it slow and had an informal approach based on what she learned from Humantic. Proceeding slower than usual, she ended up with a deal that was 2x her typical ticket size.



The consumer sales team was able to close big-ticket deals simply by adapting to their buyers' pace.

Overall, the team was able to build more authentic and trustworthy relationships with Buyer Intelligence.

Results

Within a month of adopting Humantic AI, JK Moving's Consumer Sales team reported closing at least 7 deals they believe they wouldn't have been able to close using their standard approach.

Additionally, they were able to close deals that were up to 2x their average deal size, increasing their overall win rate to the effect of 15-18%.



[More about Brandi's story.](#)

“Anything in the \$6000 - \$12,000 range is an average sized deal for me. I closed an \$18,000 deal simply by listening to Humantic AI's insights! Now every time I meet someone on the phone, the first thing I do is check them up on Humantic.

**-- Brandi Nicholson
Moving Consultant**

“If I didn't have access to Humantic, I would not be able to get that detailed level of insight through telephonic interactions or maybe even in person. Especially now after having used the platform, I see how valuable it is to know a prospect's background, what they value, what gets them over the fence.

**-- Myles Cohen
Moving Consultant**



[Hear what Myles has to share](#)

Sellers are often taught to follow a playbook that leads them to treat everyone the same way. Or, without a solid playbook or best practices to follow, they end up taking action per their own individual judgment.

Humantic AI enables them to look at everything through the consumers' eyes, giving them unprecedented insight and the ability to tailor and individualize their approach.



From the leadership

-- Ken Cohen
SVP Sales, JK Moving

For a company that lives its values of integrity and service, finding a positive, constructive way to incorporate AI technology matters. Humantic's platform delivers actionable insights that lead to tangible, quantifiable results. Just as importantly, the focus on customer experience aligns perfectly with our goals. It's a solid win for us and for our clients.

Impact and Future Plans

With JK Moving's initial rollout of Humantic AI, individual reps were able to increase their overall sales numbers by 25%. The leadership team believes that a broader rollout will drive significantly more revenue.

JK Moving intends to equip other departments with the platform for their respective applications:



- ✦ Humantic AI will analyze existing customers to identify which buyers are most likely to convert. This will become a key dimension in their ICP criteria.
- ✦ The marketing team will create sharp segments and design personality-targeted campaigns.
- ✦ Account Management teams will continue to use Humantic AI on LinkedIn and within their CRM.

Overall, JK Moving Services intends to deliver delightful customer experiences – not just during a move, but before and after it as well.

About Humantic AI

Humantic AI provides buyer intelligence to revenue teams, helping sellers engage more customers, build more trustworthy relationships, and close more deals.

Its technology is anchored around its proprietary personality AI engine, which helps sellers be more effective with their prospects at every step of their buying journey.

Humantic AI delivers a new way for sales and marketing teams to understand their prospects and deliver authentic personalization like it's never been possible earlier.



Speak to an expert: learn what Buyer Intelligence can do for you

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