

CASE STUDY: JK Moving

JK Moving Generates \$180k+ in New Revenue in Just 7 Months with Snoball

JKmoving.com

COMPANY SUMMARY

 **Number of employees:**
1,001-5,000 **Industry focus:**
Moving and Storage **Founded:**
1981

RESULTS

\$180k+

In Revenue from Referrals

25+

Sales from Referrals

75+

New Referrals



THE CHALLENGE

No system for generating customer referrals

Before using the Snoball platform, JK Moving faced a significant challenge: **they weren't actively generating customer referrals**. In the moving and storage industry, referrals are crucial for attracting new business.

Despite having satisfied customers, JK Moving wasn't capitalizing on this opportunity because they weren't engaging with their customers to ask for referrals, follow up, and build relationships. They needed an effective solution to turn these positive experiences into valuable referrals.



THE SOLUTION

An automated referral system that brings in quality leads

In pursuit of a solution, JK Moving partnered with Snoball, a comprehensive platform designed to boost businesses through referrals, reputation marketing, and reviews. Curtis, Director of Client Success at Snoball, recognized the potential synergy from the onset:

**Curtis G.**Director of Client Success
@ Snoball

"When I first met Carissa and her team, I just knew that Snoball would be the **perfect match for them**, given their dedication to top-notch customer service."

Snoball's approach was to implement their Referrals Module, a system designed to incentivize existing customers to refer JK Moving's services to their networks. Carissa Helm, the Inside Sales Supervisor at JK Moving, provided insight into the implementation:



Carissa H.

Inside Sales Supervisor
@ JK Moving

*"We have implemented the Snoball Referrals Module to capitalize on referrals effectively. The module allows us to incentivize our existing customers to refer our services to their friends and family, which has proven **to be highly successful in generating quality leads.**"*

The Referrals Module integrated seamlessly with JK Moving's internal systems, guided by the continuous support from the Snoball team. Carissa, the Inside Sales Supervisor at JK Moving, highlighted that working with the Snoball team has been a positive experience due to their professionalism, responsiveness, and commitment to success.



THE RESULTS

An increase in customer engagement and financial growth

The Snoball Referrals Module brought significant improvements for JK Moving, showing strong performance in tracking and reporting. Curtis shared the impressive financial growth, stating,

*"They have generated **over \$1,000 in new business** from their short duration of working with us. It's been fantastic seeing all the outcomes."*

- Curtis, Director of Client Success @ Snoball



x



Carissa Helm also discussed the concrete benefits:

*"Snoball tools have greatly helped in boosting our business by **increasing referrals, improving our online reputation, and getting positive reviews** from happy customers. These tools have helped us build a stronger brand image and attract new clients consistently."*

-Carissa, Inside Sales Supervisor @ JK Moving

Key Metrics

75+

New Referrals

Total number of referrals that have been sent by customers.

25+

Sales from Referrals

Total number of sales that have come from referrals.

\$180k+

In Revenue from Referrals

Total revenue from referrals generated through Snoball.

Key Outcomes for JK Moving



More engaged customers



Greater referral volume



Increased revenue

More engaged customers

JK Moving sent out referral requests using the Snoball platform and received over 75 referrals. This high level of engagement indicates that the customers were motivated to participate due to effective incentives and their trust in JK Moving's services.

Greater referral volume

Of the referrals received, 25 turned into qualified sales. This conversion rate highlights that the referrals were of high quality and matched well with JK Moving's target market, leading to actual sales and showing the program's direct impact on business.

Increased revenue

The referrals not only enhanced JK Moving's reputation but also significantly boosted its revenue. The strategic use of the Referrals Module helped turn customer recommendations into real financial gains, expanding the customer base and increasing income.

These results demonstrate the value of using Snoball's Referrals Module to enhance business operations at JK Moving, showcasing how effective referral management and technology can turn customer recommendations into business success.



THE JK MOVING X SNOBALL PARTNERSHIP

A partnership set to reach new customers and connect with them in meaningful ways

Utilizing Snoball's extensive marketing platform, the partnership will help JK Moving reach new customers and expand into their current market. Carissa adds, "With Snoball's support, we're not just reaching more people; we're connecting with them in more meaningful ways."

*"With Snoball's support, we're not just reaching more people; **we're connecting with them in more meaningful ways.**"*

-Carissa, Inside Sales Supervisor @ JK Moving

JK Moving's experience with Snoball underscores the transformative potential of integrating advanced technological solutions in traditional business processes. Carissa Helm's enthusiastic endorsement of the platform highlights its effectiveness, "The best part is that it has brought a steady stream of new customers."

As they move forward, JK Moving and Snoball are focused on leveraging this partnership to achieve notable business growth and improve customer experiences. Curtis sums up the sentiment:

*"When you treat your customers right, your customers will become your greatest advocates. Just like for JK moving, the customers love them. The Snoball platform then takes that and turns those into reviews, reputation assets, and best of all referrals. **And who wouldn't want more referrals in this market?**"*

- Curtis, Director of Client Success @ Snoball





WHO IS JK MOVING?

JK Moving is a moving and storage company that was founded nearly 40 years ago in the basement of founder Chuck Koon's parents' home. Since its humble beginnings, **JK Moving has grown into one of the leading providers of residential and commercial moving services.** The company has built a strong reputation for delivering top-notch service and has expanded its operations both geographically and in terms of service offerings.

Dedicated to exceeding customer expectations, JK Moving prides itself on its commitment to customer satisfaction, meticulous attention to detail, and a personalized approach to each move. Their extensive experience, coupled with state-of-the-art equipment and a highly trained staff, sets them apart from competitors in the industry. The company's mission is to **provide exceptional moving and storage services while fostering long-term relationships with its clients.**

Why choose Snoball?

Snoball is a word of mouth marketing platform that leverages the power of customer satisfaction. With the help of this platform, you can utilize the experiences and opinions of your satisfied customers to build momentum in your marketing and sales efforts.

Snoball offers easy-to-use tools for receiving referrals from happy customers, gathering customer reviews, and displaying reviews on your website with customizable widgets.

Find out how Snoball can benefit your business at snoball.com.

