



Ferguson Moving & Storage gains productivity and savings with Bell

Since 1916, Ferguson Moving & Storage has helped families and businesses in the Vancouver area move their belongings. With a staff of 55 employees, Ferguson Moving & Storage specializes in residential and commercial moving in Vancouver, and long distance moving throughout Canada and the U.S.

The need.

Ferguson Moving & Storage sales representatives visit customer homes and businesses to assess moving requirements and provide a quote at the end of their visits. Before switching to Bell, they filled out paper forms during their visits, returned to the office to enter the assessment into the computer system, and then emailed the electronic version to the client.

This process was inefficient and expensive. The sales staff found it difficult to accurately capture all assessment details while trying to keep up with the customer. Relying on paper at moving sites meant that sales representatives were not able to provide real time quotes to clients and keep a digital record of clients' signatures. In addition, traveling back and forth to the office to transfer information into the system was time-consuming and drove up fuel expenses.

"In our industry, there is a big demand to make an efficient move. When people are moving, they do not want to deal with paper work and want to be assured that the details of their move will not fall through the cracks," said Lorne MacInnes, President of Ferguson Moving & Storage.

The moving company needed an efficient paper-free solution to ensure accuracy and save time for more tasks like making appointments with new clients.

The solution.

Ferguson Moving & Storage equipped their sales representatives with Samsung Galaxy Note II™ superphones from Bell, providing the team with a powerful productivity solution on Canada's largest LTE network.¹ When conducting assessments, sales representatives need to be able to quickly record notes and quantities, and take pictures of the moving site. "The large screen of the Samsung Galaxy Note II allows my staff to enter in all of the information they

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* As ranked by PCMag.

need into an Excel spreadsheet and send it back to the office, without having to drive back to drop off the forms. The S pen is also a very nimble tool and allows my staff to get customers' signatures as well as enter data accurately," said MacInnes. The S Pen is particularly useful during inspections because it allows sales representatives to mark up photos of the move site to ensure that movers are aware of potential issues or hazards when they arrive on moving day.

Plus, with blazing-fast LTE speeds on the Bell network, the Samsung Galaxy Note II allowed the sales force to navigate to move sites seamlessly with the superphone's GPS application, as well as send and receive work files quickly.

The result.

Since switching to the Samsung Galaxy Note II from Bell, Ferguson Moving & Storage has improved productivity, saved money, and enhanced the moving experience for clients.

"We can search the address on the Internet, and bring up a picture of the move site, which really helps to instill confidence with clients," said MacInnes. Sales representatives can also capture signatures, present quotes on the screens of their phones and email them to clients instantly.

The ability to take notes on the phone instead of printing off forms has allowed the moving company to save \$700 on printing costs every month. "Being in an old industry that is paper based, having modern technology really gives us a competitive advantage," said MacInnes. The business also saved money on fuel and driving time by eliminating the need to return to the office to input work orders into the system.

Choosing Bell also resulted in cost savings on services. "Our Bell Business Expert assessed our mobility needs and brought our phone bill down by 50%," said MacInnes.

Bell helped ease their transition. "They walked my staff through the key features of the Samsung device, and answered their questions," said MacInnes. "I've never had such great service and support."

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Collaborate.
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Samsung Galaxy Note 4

Does your business encounter similar communication challenges?
For more information about mobility solutions from Bell, visit a
Bell store or call 1 855 272-0776.

