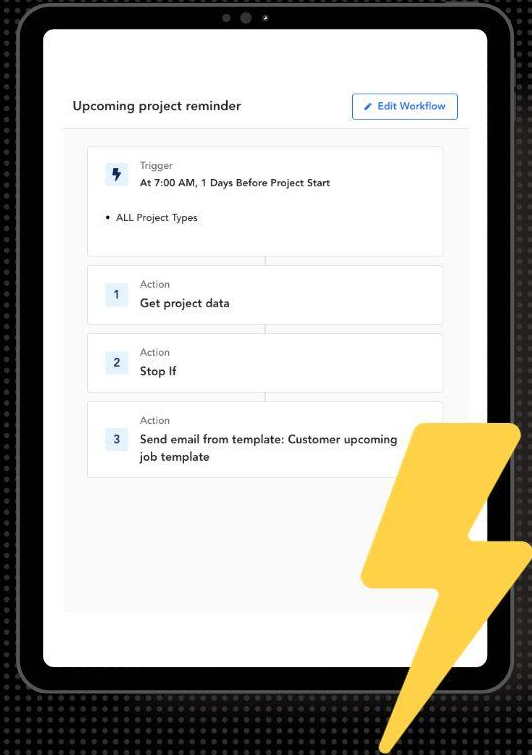


Supermove Innovation Day

Unveiling Supermove 2.0 through
the Power of Automation

October 25: 1pm PST / 4pm ET



Today's Presenters:

Mark Miyashita



Amanda DaSilva



Wonjun Jeong



Fireside Chat

Leaders in Automation ⚡

FEATURED BY:



Jacob B.
Systems Administrator



Matt Mathias
President



What We'll Show You Today

1. **AUTOMATION TO**
SAVE TONS OF COST
2. **AUTOMATION TO**
GROW SALES
3. **AUTOMATION TO**
DELIGHT CUSTOMERS

SESSION 1:

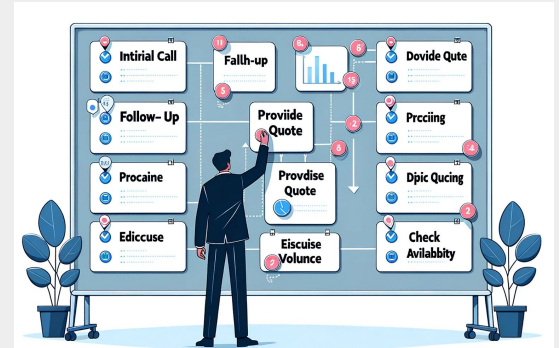
**AUTOMATION TO
SAVE TONS OF COST**



People are your most
valuable resource



Busywork takes over.



What are the costs you're paying for today?

MANUAL TASKS + DATA ENTRY

- + Manually typing emails and text messages to customers
- + Re-typing or re-writing something over from one place to another
- + Calculating payroll and running payroll
- + Communicating with your team internally about the same things
- + Texting and calling crews and customers

MISSING + FORGETTING WORK

- + Forgetting to charge for supplies
- + Labor (and overtime, if you pay overtime)
- + Incorrectly charging for hours & giving away paid time to customers
- + Missed collections and claims

The cost of manual work

1

Data Entry

Per Job → 3 mins = \$1.25/job

2

Customer Follow Ups, Reminders, Upsells

Customer calls per Job → 20 mins = \$8.33/job

Customer emails per job → 2 mins * emails = 10 mins = \$4/job

Customer document signatures per job → 5 mins = \$2/job

Customer texts per job → 1 min * 5 texts = 5 mins = \$2/job

3

Internal Admin & Management

Weekly payroll and accounting per job → 20 mins = \$8.33/job

Internal reminders per job → 10 mins = \$4.16/job (per staff)

Internal reminders per job for 10 staff → \$41.66/job

Texting crews per job → 1 minute * 8 texts = 8 mins = \$3.33/job

Checking all paperwork per job → 5 mins = \$2/job



Total Cost:

~\$72 / job in
office hours spent

The cost of missing and forgetting work

1

Improper Calculations by Crew

10% every 15 jobs → \$10/job

2

Delaying Responses to Claims

\$200 every 20 jobs → \$20/job

3

Losing Paperwork & BOLs

30 mins to find every 10 jobs → \$1.20/job

4

Delaying Collections for Storage / Moves

\$50 every 20 jobs → \$2.50/job

5

Forgetting Leads

\$90 marketing cost + \$500 revenue in every 20 leads
→ \$29.50/job

Total Cost:

~\$63 / job in lost
revenue

\$72 + \$63
\$135/job

\$1000 job
13.5%



Enter

Automations



Automations completely cut work from your team

Auto Upselling Email [Edit Workflow](#)

Trigger
Quote Sent

- ALL Project Types

All Tags

- 1 Action
Delay 1 Hour
- 2 Action
Get project data
- 3 Action
Stop If
- 4 Action
Send email from template: Upselling Email

How Did We Do? [Edit Workflow](#)

Trigger
Job Completed

- Office and Industrial **Local Move**
- Junk Removal **Local Junk Removal** **All Travel Junk Removal**
- Labor Only **Load/Unload**
- All Travel Move **Labor Date** **Storage In** **Local Labor**
- Local Move **Move** **Pack and Move** **Storage In**
- Junk Removal**

All Tags

- 1 Action
Delay 3 Days
- 2 Action
Send SMS from template: How Did We Do

Quote Follow Up Process [Edit Workflow](#)

Trigger
Quote Sent

- Local Move • All Travel Move • Labor Only • Junk Removal • Office and Industrial

All Tags

- 1 Action
Delay 1 Day
- 2 Action
Get project data
- 3 Action
Stop If
- 4 Action
Send SMS from template: Quote - 1st Follow Up

Roll out the red-carpet for your customers. On autopilot.

[REMINDER]

<https://app.supermove.co/1/schedule?auth=joLeAx8PvOx5>

12/03: Hi Wonjun TEST, please set your schedule for next week to get new jobs.

Today, 9:18 AM

[TRACKING]

<https://app.supermove.co/0//jobs/6034f56c-3a04-4a49-b35e-f769ae393ac1/track>

Hi Wonjun Jeong, we're looking forward to moving you today! You can use the link above to track your crew throughout the day. Feel free to reply to this message or call us at <tel:123-456-7890> to get in touch with the office if you have any questions about your move. Texts are monitored Monday through Friday from 8am to 5pm.

Delivered

 Hold Project 6442: Samuel Cohen

 Shamrock Moving & Storage  Local Move  10/21/24  13M  0 lbs

PACK + MOVE OF A STUDIO NOTHING UNUSUALLY HEAVY OR LARGE

 Collect Deposit  

 Project MM-11318 Box Order Form

Matts Moving via Supermove 10/05/23 9:35 AM

Hi Corey,

This is Micah Harris, I have attached is the requested box order form. Please fill this out if you would like to receive a box delivery.

Enhance Your Move with Additional Services from Matt's Moving!



External  

Matts Moving via Supermove

12:00 AM (9 hours ago)   

to joanweber, bcc: emails

Dear Joan,

We greatly appreciate your consideration of Matt's Moving for your upcoming move. Our commitment lies in delivering a seamless and stress-free moving experience tailored to your needs. As we gear up to assist you with your move, we'd like to introduce you to some additional services that could enhance your moving journey:

Auto Upselling Email [Edit Workflow](#)

Trigger
Quote Sent

• ALL Project Types

All Tags

- Action
Delay 1 Hour
- Action
Get project data
- Action
Stop If
- Action
Send email from template: Upselling Email

How Did We Do? [Edit Workflow](#)

Trigger
Job Completed

• Office and Industrial (Local Move)
• Junk Removal (Local Junk Removal) (All Travel Junk Removal)
• Labor Only (Load/Unload)
• All Travel Move (Labor Date) (Storage In) (Local Labor)
• Local Move (Move) (Pack and Move) (Storage In)
• Junk Removal

All Tags

- Action
Delay 3 Days
- Action
Send SMS from template: How Did We Do

Confirmation Resend [Edit Workflow](#)

Trigger
Confirmation Sent

• ALL Project Types

All Tags

- Action
Get project data
- Action
Send SMS from template: Confirmation
- Action
Add Confirmation Sent (Dispatch Not Confirmed)
Project Tags
- Action
Delay 3 Days
- Action
Get project data
- Action
Stop If
- Action
Send email from template: Send Confirmation

Quote Follow Up Process [Edit Workflow](#)

Trigger
Quote Sent

• Local Move • All Travel Move • Labor Only • Junk Removal • Office and Industrial

All Tags

- Action
Delay 1 Day
- Action
Get project data
- Action
Stop If
- Action
Send SMS from template: Quote - 1st Follow Up



[REMINDER]
<https://app.supermove.co/1/schedule?auth=joLeAx8PVOx5>
 12/03: Hi Wonjun TEST, please set your schedule for next week to get new jobs.

Today, 9:18 AM

[TRACKING]
<https://app.supermove.co/0/jobs/6034f56c-3a04-4a49-b35e-f769ae393a61/track>
 Hi Wonjun Jeong, we're looking forward to moving you today! You can use the link above to track your crew throughout the day. Feel free to reply to this message or call us at tel:123-456-7890 to get in touch with the office if you have any questions about your move. Texts are monitored Monday through Friday from 8am to 5pm.

Delivered

Hold Project 6442: Samuel Cohen

Shamrock Moving & Storage • Local Move • 10/21/23 • TBD • 0 lbs

PACK + MOVE OF A STUDIO NOTHING UNUSUALLY HEAVY OR LARGE

Collect Deposit X +

< Project MM-11318 Box Order Form

Matts Moving via Supermove 10/05/23 9:35 AM

Hi Corey,

This is Micah Harris, I have attached the requested box order form. Please fill this out if you would like to receive a box delivery.

Enhance Your Move with Additional Services from Matt's Moving!

External Inbox x

Matts Moving via Supermove

12:00AM (9 hours ago) ☆ ↶ ⋮

to joanweber, bcc: emails

Dear Joan,

We greatly appreciate your consideration of Matt's Moving for your upcoming move. Our commitment lies in delivering a seamless and stress-free moving experience tailored to your needs. As we gear up to assist you with your move, we'd like to introduce you to some additional services that could enhance your moving journey.

Automations completely remove work from your team

Foster Kwon ▾
 foster@supermove.co ▾
 Add Phone Number

Edit Jobs + Add New Job

Edit Stops

Map Satellite

Canada
 United States
 Mexico
 Colombia

Google Map data ©2023 Terms

Tasks

Pending (1) Completed (1) +

Follow up with customer who needed time
 ⚠ Mon 1/9, 2:00 PM

Tasks

Search by task name, project identifier, or client name Pending Completed Filters All ▾

My Tasks 0 All Tasks 286

Status	Task Name	Due Date	Assignee	Project Name	Project Type	Project Status
<input type="checkbox"/>	Follow up with customer who needed time	01/09/2023 2:00 PM ⚠	Integration	Project 679 Packing for Foster	Interstate	Booked
<input type="checkbox"/>	what's this?	01/12/2023 1:28 PM ⚠	Sam Notification Sam	Project 681 Sean McMonagle	Local Move	Lead
<input type="checkbox"/>	Follow up with customer who needed more time time	01/14/2023 2:00 PM ⚠	Tom Holland	Project 684 Notifications De...	Local Move	Lead

Create and complete job tasks, *automatically*.
And track them across the company



Trigger
Quote Accepted

- ALL Project Types

All Tags

1 Action
Add Collect Deposit Project Tags

Trigger
Project Tags Collect Deposit Added

- ALL Project Types

+

1 Action
Send email from template: Send Confirmation email template

+

Hold Project 6442: Samuel Cohen

Shamrock Moving & Storage Local Move 10/21/23 TBD 0 lbs

PACK + MOVE OF A STUDIO NOTHING UNUSUALLY HEAVY OR LARGE

Collect Deposit X +

Deposits

A Deposit is required once you have scheduled your move. This is a non-refundable deposit to secure the date of your choosing. This deposit will be credited toward your move. If you cancel your move, you forfeit this deposit. If you reschedule your move more than 5 business days before your move is scheduled this deposit can be transferred to your new move date. If you reschedule your move less than 5 business days before your move date this deposit is forfeited.

If you haven't already done so, please select a level of insurance coverage prior to the move so we can note it on your paperwork. The different levels of coverage we offer are attached to the email for your information. Basic Valuation comes free of charge with your move but you can opt to purchase additional insurance if you wish. For your size of a move we require a minimum coverage of \$ but you may take a higher level as long as you insure your goods to at least within 80% of their value.

Please be aware you or a pre-appointed representative must be present during your move at all times.

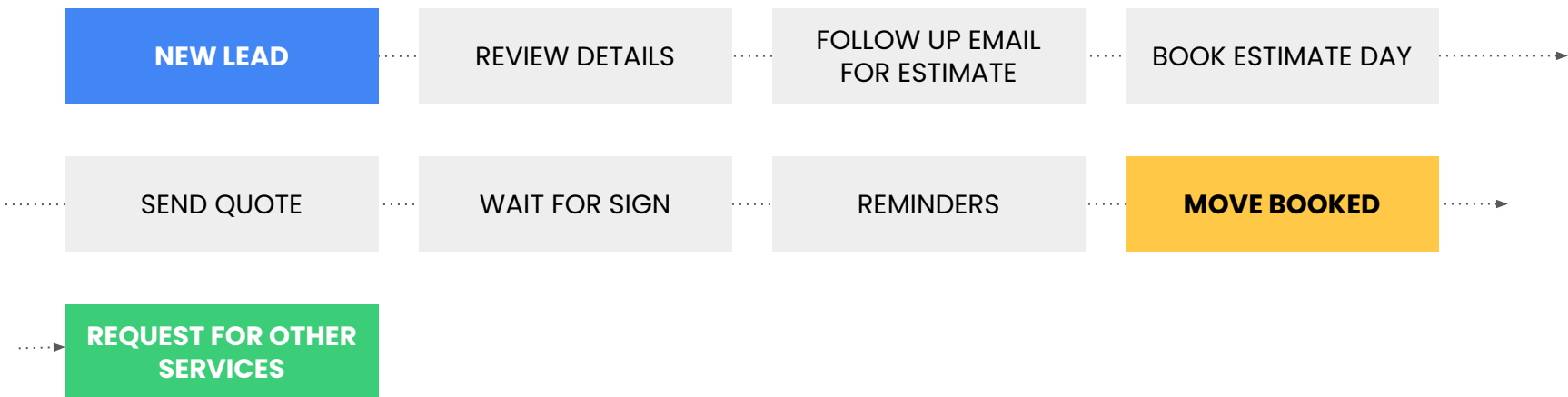
If any additional materials are needed we can deliver them out before the move. Please see the materials price list attached. There will be no delivery charge on the first order.

Automations can be kicked off for different tags, unique move types and more.

SESSION 2:

**AUTOMATION TO
GROW SALES**

What you're doing today



OUTBOUND CALLS

DIGITAL MARKETING

EMAIL CAMPAIGNS

There are many costs, and they add up.

1

Labour Costs

2

Wasted Manpower

3

Overtime Costs

4

Money

5

Customer Complaints



Total Cost:
Time, Money,
More Business

You need to turn your inbound engine on



5 Minute Golden Rule

Speed is the name of the game.

10X = Contact lead **within first 5 mins**

Enter

Automations



Automate lead follow-ups

New Lead Creation Workflow

[Edit Workflow](#)



Trigger
Project Created

- Local Move
- Long Distance Move

All Tags

Action

- 1 Send email from template: Thank your for requesting a quote

Emails



Project 4037

Thanks for requesting a quo...

Supermove - Demo

10/24/23 8:12 PM

Hi Martha Stewart,

Thank you for requesting a quote from Amanda's Awesome Moving.

One of our dedicated move specialists is working through your move details and will be calling you shortly.

Check out what our customer, Brenda J, had to say about Amanda's Awesome Moving:

"Sam, Joe and Nick were professional and courteous. They were so careful with wrapping out items and packing them on their truck. If you're looking for a moving company that truly cares about its customers, I highly recommend Amanda's Awesome Moving. 10/10 would recommend."

Thank you for the opportunity to move you; we look forward to connecting soon,

Amanda's Awesome Moving Team

Automate quote and confirmation reminders

New Lead Creation Workflow

[Edit Workflow](#)



Trigger
Project Created

- Local Move
- Long Distance Move

All Tags

Action

1

Send email from template: Thank your for requesting a quote

Emails



Project 4037

Your quote from Amanda's ...



Supermove - Demo

10/24/23 8:25 PM

Hi Martha Stewart,

This is a friendly reminder to accept your moving quote with Amanda's Awesome Moving.



We want to secure your move day and ensure your move goes as smoothly as possible.



It would be our pleasure to assist with your move day.



Please let us know if you have any questions!



The team at Amanda's Awesome Moving

Automate upsell opportunities

Upsell new services

[Edit Workflow](#)

Trigger
Confirmation Completed

• Local Move • Long Distance Move

All Tags

1 Action
Delay 3 Days

2 Action
Send email from template: Additional Moving Services Upsell

✕
Emails

< Project 4037 We're here to help with all y...

Supermove - Demo 10/24/23 8:50 PM

Hi Martha,

Moving can be stressful, and we're here to make this transition easier.

Amanda's Awesome Moving offers several services to help prepare as you move out, and in, to your new home.

Please see attached information on:

- White Glove Packing Services
- Storage Solutions
- Installation Services
- Junk Removal

Our dedicated move specialists are happy to answer any questions you may have.

We look forward to moving you soon,

The team at Amanda's Awesome Moving



Supermove - Demo <noreply@supermove.co>

to me ▾

Hi Martha,

Moving can be stressful, and we're here to make this transition easier.

Amanda's Awesome Moving offers several services to help prepare as you move out, and in, to your new home.

Please see attached information on:

- White Glove Packing Services
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- Junk Removal

Our dedicated move specialists are happy to answer any questions you may have.

We look forward to moving you soon,

The team at Amanda's Awesome Moving

4 Attachments • Scanned by Gmail ⓘ



Automate capturing positive reviews

Review Request Edit Workflow

Trigger
Job Completed

- Local Move Move
- Long Distance Move

Request Review

1 Action
Delay 2 Days

2 Action
Send email from template: Request Review

Project 4038 Please review Amanda's Aw...

Supermove - Demo 10/24/23 9:14 PM

Hi Martha,

Yay! Your move day is done.

Thank you for being a valued customer. It's people like you who have allowed us to service Michigan for more than 20 years.

We truly couldn't do it without you.

If you enjoyed the experience as much as we did, would you kindly leave us a review?

Reviews are what help us find more great people like you to move into their new home.

Feel free to leave us a review on:
[Google](#) or [Yelp](#)

Whatever is easier for you!

We appreciate the support and look forward to moving you again in the future!

The team at Amanda's Awesome Moving

Please review Amanda's Awesome Moving Inbox x



Supermove - Demo <noreply@supermove.co>

to me ▾

Hi Martha,

Yay! Your move day is done.

Thank you for being a valued customer. It's people like you who have allowed us to service Michigan for more than 20 years.

We truly couldn't do it without you.

If you enjoyed the experience as much as we did, would you kindly leave us a review?

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Feel free to leave us a review on:

[Google](#) or [Yelp](#)

Whatever is easier for you!

We appreciate the support and look forward to moving you again in the future!

The team at Amanda's Awesome Moving

One attachment • Scanned by Gmail



SESSION 3:

AUTOMATION TO DELIGHT CUSTOMERS



Poor customer experiences that might be happening today

1 **Off hours move requests** might not be responded to until the next morning

2 **Busy sales reps with survey appointments** could cause delays in sending out quotes or confirmations

3 **Excited customers might submit a deposit** and not know what the next step is for many hours

4 **Sales reps might be out of office** and their leads may have questions preventing them from booking



Enter

Automations



**Automations can delight customers
with instant responses**

New Online Request [Edit Workflow](#)

Trigger
Project Created

- Online Request

All Tags

Action

- 1 Send email from template: Received Online Request

Automate your bookings

Automate your bookings

Confirmation Completed, Send Email [Edit Workflow](#)

Trigger
Confirmation Completed

- ALL Project Types

Deposit Collected

Action

- 1 Send email from template: Confirmation completed, next steps

**Automations can notify customers
with important information**

Remind your customers

Send SMS reminder morning of [Edit Workflow](#)

Trigger
At 8:00 AM, 0 Days Before Project Start

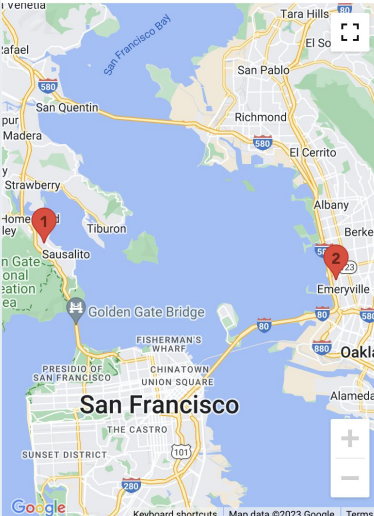
- ALL Project Types

All Tags

Action

1 Send SMS from template: Morning of move reminder

Job #TRAINING-181-1 - Monday, May 1st
Track your move



Move has not started yet

Questions? 📞 (555) 555-5555

Move Details

Date: Monday, May 1st, 2023
Pick up: 54 Willow Lane, Sausalito, CA, USA
Drop off: 6401 Shellmound St, Emeryville, CA 94608, USA
Move size: Studio - 2 movers

Notify your customers

Action
3 Send email from template: Customer Upcoming Job

Action
6 Send SMS from template: Could not reach you

Automations can unlock creative ways to interact with your customers

Action
4 Create task: [Local Move] Conduct survey

Action
2 Stop If

Action
5 Delay 3 Hours

Thank You

Customer Tutorials:

support@supermove.com

Get a Personalized Demo:

supermove.com

(628) 400-5961