MILLENIALS: READY OR NOT ... HERE WE ARE

The Customers of Your Future Are Here Today

By Eric Delgado
Mobility

Elizabeth, 25

Caroline, 24:

What is important to you during a move?

Caroline: To work with movers that will be honest and care about getting my personal items from origin to destination without any damage. I would like to be informed of how things are going along the way.

Elizabeth: That all my stuff will arrive on time and will not be damaged.

Sehar: That my items arrive on time and are in the condition that I left them in.

How would you like your mover to communicate with you?

Caroline: Through text or email. If things happen to go wrong or if there are any issues, a phone call would be appreciated as well. I would prefer updates throughout my move via text/email.

Elizabeth: Ideally, I would prefer if my mover texted or emailed me. Constant phone calls are annoying, and texting is quicker and easier to manage.

Marlon: I am always on the go, so communicating through text message is easier for me. I'm constantly checking my text messages.

Sehar: By highest preference to low: email, phone call, text.

Who do you expect your movers to be?

Caroline: Professional, trustworthy, dedicated individuals.

Elizabeth: Trustworthy, hardworking, and professional.

Marlon: Reliable, efficient, honest, and professional. If I’m home during the move, I’d like to see how the movers work together. If everything is smooth, I feel more comfortable.

Sehar: Experienced people! Or at least people with the proper training.

What was your last move experience? What did you like or dislike about it?

Caroline: Renting a U-Haul and driving from Atlanta to Washington, D.C. I did not like having to load and unload everything into my new apartment. I liked the fact that I got to spend a few days traveling with my mom.

Elizabeth: My last move was from Long Island to Washington, D.C. I didn’t have any furniture yet, so I shipped all my stuff down with a major national shipping company. The worst part was that all my boxes got separated, and I ended up getting my stuff on different days. The boxes showed up really beaten up, and I lost some stuff. It wasn’t too bad, since I didn’t have any real stuff yet. Now that I have furniture and real stuff, I will definitely never do that again.

Marlon: I moved from a garden apartment in D.C. to a high-rise apartment in D.C. The movers I used had great communication and did a wonderful job assembling and disassembling all of my items. What I disliked was that when my items were moved to the new home, some things were misplaced. During the transportation process, some of my fragile items were slightly damaged. I did not notice until weeks later. Overall, it was a good experience.

Sehar: Moving everything out of my college flat to back home. I didn’t like that they essentially gave us a large bucket with wheels to move our stuff from the building into our cars, and that there was a general shortage of the buckets themselves. I had no help when I was moving my things out!

How would you find a mover?

Caroline: Through online searches and asking friends who they used for their move.

Elizabeth: Searching online.

Marlon: By asking close friends what companies they would recommend. I would then research those companies online and check their reviews.

Sehar: By Googling movers.

As you are looking to choose a mover, what is important to you, and what are you looking at to make your decision?

Caroline: Reviews are definitely important. I want to make sure the company I am choosing is professional and trustworthy. If I can get a clear idea of what kind of company they are, that would make my decision a lot easier.

Elizabeth: Reviews. I want to find a mover that has a good reputation that I know I can trust with my stuff. Communication and ease also would help me make my decision. If their customer service is easy to get hold of and the service isn’t too complicated, I would definitely book it!

Marlon: Reviews are important to me. I also appreciate a good-looking, well-designed website that offers all the information I need about my move.

Sehar: The reviews, if I can find a reputable source (Yelp, Google), their website, and how much information is accessible to me without talking to someone; when the process has started, a call with a rep to finalize everything and give me peace of mind.

GETTING MILLENNIALS TO CHOOSE YOU

As you can see, millennials are looking for a service that doesn’t completely match up with the traditional household goods movers model. Millennials shop differently—we live in a world of instant information and gratification. We can look up a company up on our smartphones and in seconds decide whether we like them or not. When we decide to purchase something, it has to be easy to book—especially on the spot—be the right fit, and come from a company with a great reputation and a following that supports that reputation. If you want to appeal to millennials, there are some things you need to keep in mind.

I need to know everything—right now. A millennial’s go-to resource is always the internet. Before choosing a mover, we are going to dig deep into your online presence to determine whether you are a reputable company. Make sure your website explains your service well and has plenty of avenues available to communicate with you quickly. The more ways we can talk to you, the better. Do your company’s customer support, sales, and logistics teams have the tools they need to respond quickly? Do you have a live chat feature? Do you utilize texting? Do you pick up when we call? You’d better, if you want to work with millennials!

Be a social butterfly. Your social presence is just as important as your website. Make sure you are putting out content that shows us we can trust you. Prove to us that you’re a real company that cares about us and our stuff. Interact with your customers, share stories from happy customers, and let us get to know your business through your social media accounts.
It’s always better to work with friends, so make us feel like you’re one of ours.

Can I have some feedback? We care what other people think—a lot. Eighty percent of millennials say user-generated content plays a role in how they make their purchasing decisions. That means before we book anything, we are going to dig deep and find out just how good your service really is. We want to hear how real people are responding to your service—not from pre-selected reviews displayed on your website. We are going to read up on your reviews and see what we might be getting ourselves into. If we see some people have had issues, we want to see how well those issues were handled and resolved. More than one-third of millennials do not feel comfortable using a company with few or no reviews. You need to make sure you are building out a strong and prominent reputation online.

We want to be a part of the process. We see ourselves as individuals, and “one size fits all” doesn’t work for us. Give us options to choose from for our move. Can I pack? Can you load? Can I choose full-service? Options play a big part in our overall experience; let us make this move ours. Book it. Once we have made up our mind, we want to be able to book our move quickly and easily. Make sure your booking process is streamlined and easy. We have done our research and are ready to go. We don’t want to spend all day on the phone or computer trying to finalize everything. We just want to book it and get on to the next thing. We want to trust those who are referred to us, so as an RMC or a corporation, when you refer a moving partner, we will trust you—to a point. Even though we may not be paying for our move, we still want to make sure we can trust our possessions with you. As a household goods mover in the mobility industry, it’s never been more important to make a great first impression than it is to the millennials on the move.

GETTING A MILLENIAL READY FOR A MOVE

So now you’re the chosen mover for a millennial transferee. Now it’s time to change your focus. The first few times we moved, it might have been with our parents or by ourselves with a self-service truck rental company. This might be the first time we are moving with a real moving company. This is the first time we aren’t moving our leftover college junk—we actually own a real couch and bedroom furniture. We are going to expect a certain standard of service from you as our hired professionals, and there are some key things you can do to meet this expectation.

We want a timeline of our move. We want to know where our stuff is going to be on any given day. We want to hear updates from you as often as you can, but we don’t want to be on the phone with you every single day. It doesn’t matter if it’s a quick text or an email, just give us something to let us know everything is running smoothly. Everything needs to be as convenient as possible— if it’s too much of a hassle, we aren’t going to be happy. If you have to do an in-home estimate, give us options. Instead of coming over to our home to do it, let us do a video survey instead.

When we panic that we have too much stuff or aren’t enough movers, we are going to reach out via email or text at all hours of the day. We expect a quick response; anything over a day, and we have already started to worry. Having a single point of contact with you, we can reach out to whenever there is a question or issue that comes up is really important. Having one person we can rely on to be responsive and get us through every step of the move is comforting and helps ease our minds.

TIME FOR THE MOVE

The day of the move has finally arrived. Now you just have to make sure this runs smoothly. Moving a millennial means you need to be in constant communication with them.

How you should keep in touch: There are tons of last-minute things happening the day of the move, and chances are, your transferee isn’t going to want to talk. Plus, we don’t really want you to keep calling us! Texting is a quick way for us to stay updated with what is going on without being a distraction from what we have to get done.

What time is it? We want to know when the movers are coming, so give us a short service window. We don’t want to hear that you will be there Saturday anytime between 9 a.m. and 5 p.m., let us know you’ll be there between noon and 3 p.m. Send a text when you are heading over. If you are going to be late, let us know.

If you can do all that at the origin, everything will go smoothly. But we’re still not finished. Millennials want to feel secure that their belongings are safe and sound and will stay that way throughout the move. We want to be able to track our move and see where our stuff is at any given time. Does your company have the ability to let us know where our stuff is? Will my move coordinator update me with the status? Is my move coordinator still my move coordinator throughout the whole move? The more we know, the happier we’ll be!

When the time comes for my stuff to arrive at my new place, I’m expecting my hired professionals to let us know everything is running smoothly and, to and, again, let me know each step of the way where they are.

In the end, a successful move is one where there was constant communication, trustworthy service, transparency, and a personal feel. On the contrary, a failed move is one that has a lack of communication, a lack of attention, and a lack of personality.

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