




CASE STUDY: NEW CITY MOVING

New City Moving Secures 30 Additional Moves in One Month with the Snoball Platform

COMPANY SUMMARY

 Number of employees: 51-200

 Industry focus: Moving

 Founded: 2009

RESULTS

30

Moves Booked in the 1st Month

41%

Conv. Rate from Referral Leads

90+

New Referrals

THE CHALLENGE

Inconsistent tracking and management of referrals

New City Moving, a leading moving company in Chicago, has grown rapidly since its founding in 2009. With over 100 trucks and 500 employees, their goal remains simple: **to provide the best moving experience in Chicago.** However, as the business expanded, they faced challenges in managing and tracking customer referrals.

Their referral system at the time **relied heavily on manual processes like Google Sheets and their in-house CRM,** leading to inefficiencies. This setup made it difficult to accurately track and manage referrals.



Meggan S.

Director of Business Development @ New City Moving

"Before Snoball, we were just tracking our referral sources in our internal CRM. The data was often inconsistent. We even used Google Sheets to pull information manually, but that was hard to maintain and keep up with. It wasn't a lot of work, but it was frustrating."

Without an easy way to track referrals, New City Moving was missing out on potential new clients. This led to missed opportunities for growth that could have come from their referral network.



THE SOLUTION

A hands-off, automated referral platform that streamlines processes and increases conversion rates

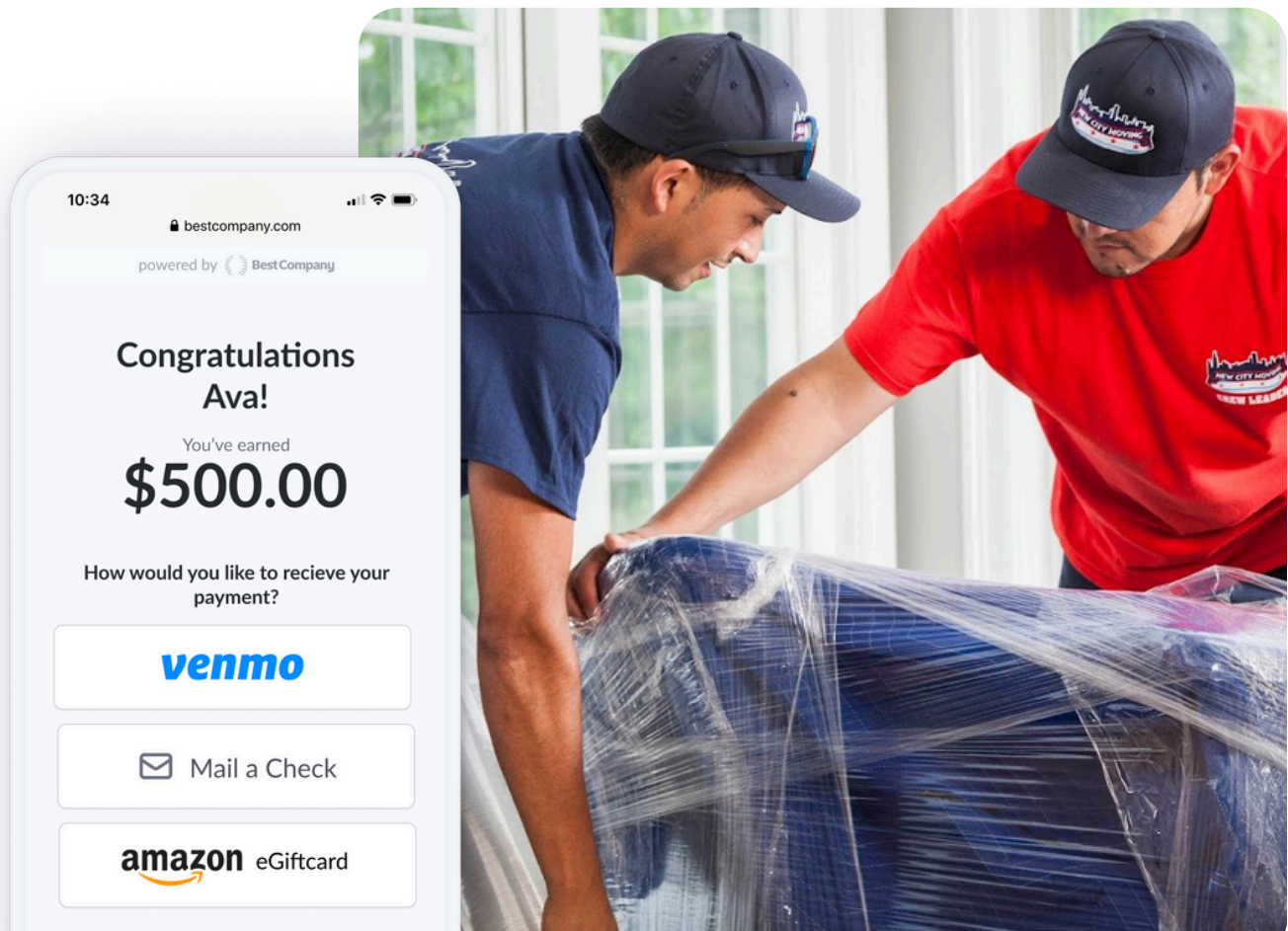
To address these challenges, New City Moving partnered with Snoball. The Snoball platform allows businesses to gather referrals, manage customer communications, and track data effortlessly—all without adding to the day-to-day workload.

"Snoball is a referral tool that's managed all by itself, and it's very hands-off. We've seen an increase in leads and the ability to track referral data more accurately,"

- Meggan S., Director of Business Development @ New City Moving

By automating the referral process, Snoball allows New City Moving to seamlessly collect and nurture customer leads without manual intervention.

Snoball also opened new channels for referrals, enabling New City to gather leads from property managers, realtors, and even past customers. This multi-source referral approach not only broadened their network but also provided them with more high-quality leads, many of which were already pre-vetted by trusted partners.



THE RESULTS

A significant increase in referrals and conversion rates

The impact of Snoball on New City Moving's referral process was immediate and substantial. In the first month alone, they booked an additional 30 moves directly from customer referrals—a significant boost. "We're booking north of 41%, which is a very high conversion for the moving industry. I'll take that," Meggan noted.

The platform's automated customer nurturing process also improved the overall customer experience, allowing New City to provide more personalized follow-ups with customers. This increase in customer engagement created a "snoball effect," generating more repeat business and increasing the likelihood of future referrals.

Key Metrics

30

Moves booked in the 1st Month

Number of referral-generated moves in the first month.

41%

Conversion Rate from Referral Leads

Percentage of referrals that became booked moves.

90+

New Referrals Since Starting with Snoball

Total number of referrals received since using Snoball.

KEY OUTCOMES FOR NEW CITY MOVING



Improved Referral Accuracy



Higher Referral Conversion Rates



Better Customer Experience

Improved Referral Accuracy

With Snoball, New City Moving can now track and manage referral data with greater precision. The platform's automated system replaced the cumbersome manual tracking, eliminating errors and inconsistencies. As a result, New City Moving has access to cleaner, more reliable data, allowing them to make informed decisions and optimize their referral strategies.

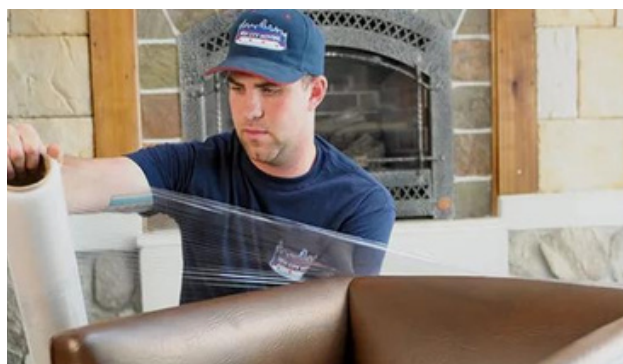


Higher Referral Conversion Rates

Leveraging trusted sources such as past customers, realtors, and property managers, New City Moving experienced a substantial improvement in lead quality. This, in turn, led to higher conversion rates as referrals from trusted sources are more likely to result in booked moves. The enhanced referral program contributed to a notable boost in revenue and overall business growth.

Better Customer Experience

Snoball's automated customer engagement tools allowed New City Moving to maintain continuous communication with customers throughout their entire moving journey. This proactive approach not only increased customer satisfaction but also fostered loyalty, leading to more repeat business and stronger long-term relationships with clients.



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NEW CITY MOVING X SNOBALL PARTNERSHIP

A path forward for enhanced referral strategies and improved customer engagement

New City Moving's partnership with Snoball has led to significant improvements in how they manage referrals and connect with customers. Reflecting on the experience, Meggan noted, "The best part of working with the Snoball team is their energy and commitment. They're always there to help, making everything smoother for us." This hands-on support from the Snoball team has ensured that New City can easily navigate the platform and make the most of its referral strategies.

As the collaboration continues, New City Moving plans to build on this success by further refining their referral process, improving customer engagement, and driving steady business growth with the help of Snoball's tools and team support.



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WHO IS NEW CITY MOVING?

Chicago's largest and most reliable moving company

Founded in 2009 by Brian Slater, New City Moving started with a single truck and the mission to provide a better moving experience in Chicago. New City Moving is the largest moving company in Chicago, committed to delivering on-time service, transparent communication, and an exceptional customer experience.

New City Moving has built a reputation for reliability and customer satisfaction, making it the go-to choice for both residential and commercial moves in the Chicago area. Their dedication to the local community and their customers has set them apart as a leader in the industry.

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.

Find out how Snoball can benefit your business.

[Schedule Demo](#)

