

Where Could AI and Automation Help Your Moving Business?

A few questions to think through before we talk

"Think about any task your team does repeatedly that eats up time but doesn't require real judgment — pulling data together, re-entering information, building the same report every week. That's usually where automation earns its keep first."

The questions below are designed for moving and storage businesses. There are no right or wrong answers — just honest ones that help figure out where to start.

1 YOUR PEOPLE & THEIR TIME

Running a moving and storage operation means a lot of coordination — and most of that coordination still runs through people doing things manually.

- Does your team build operational or driver productivity reports manually each week? How long does that take — and what else could that person be doing?
- Are there tasks that multiple people touch that feel like they should only require one person — or no person at all?
- What's the one task your office staff dreads most — the thing everyone groans about but nobody has fixed?

2 DISPATCH, ROUTING & OPERATIONS

The gap between a job coming in and it being efficiently dispatched, tracked, and completed is where most moving businesses lose time and money.

- When a job comes in, how does it get assigned to a driver and scheduled? Is that automated, or does someone build the manifest manually?
- Do you ever re-enter the same job information across multiple systems — booking, billing, internal tracking? Where does data get typed in more than once?
- When something changes mid-day — a driver calls in sick, a customer reschedules, a stop gets delayed — how does the team handle it? Is it mostly phone calls and texts?
- As your business grows into new service lines, are you managing everything the same way? Or are there areas that need a different process to scale?

3 CUSTOMERS, CLAIMS & QUALITY

Claims and damage are one of the highest-cost variables in the moving industry — and the process around them is rarely as systematic as it should be.

- When a claim or damage report comes in, what does the process look like? Is it tracked in a system, or does it live in email and spreadsheets?
- If you run driver performance incentives, how do you define "good performance"? Is it on-time, damage-free, customer score — or a combination?
- Are you capturing customer feedback consistently after each job? If so, what do you do with that data — and if not, what gets in the way?
- Do customers ever fall through the cracks — a quote that never got followed up, a complaint that sat too long, a job issue nobody circled back on?

4 NUMBERS, REPORTING & DECISIONS

Most moving company owners can tell you their revenue. Far fewer can tell you which service lines, routes, or customers are actually profitable.

- When you want to know how the business is performing today — not last month — where do you look? Is that easy to pull together, or does someone have to build it?
- Do you have visibility into cost per job, revenue by service line, or profitability by route? Or is that hard to get at?
- Are there decisions you make on gut feel — staffing, pricing, route planning — that you'd feel better about if you had the data to back them up?
- How confident are you that every software tool your business pays for is actually being used, and worth the cost?

ONE QUESTION TO SIT WITH

If you could wave a magic wand and fix one thing about how information moves through your business — from a customer booking to a completed job to a paid invoice — what would it be?

BONUS: TRY THESE TODAY

Sample AI Prompts for Moving Company Owners

Copy any of these into ChatGPT or Claude and see what comes back.

No account needed for most — just go to chat.openai.com or claude.ai

FIND YOUR BIGGEST TIME WASTER

Paste this in and answer honestly — it takes 2 minutes.

I run a moving and storage company with [X] employees and [X] locations. We use [list your main software tools]. Each week, my team spends a lot of time on manual tasks. Based on this, what are the top 3 things I could automate or streamline using AI? Give me specific examples, not generic advice.

UNDERSTAND YOUR REPORTING GAPS

Great starting point if you're flying blind on numbers.

I own a moving company and want to understand my business better. Right now I track revenue in [QuickBooks / spreadsheets / other]. What are the 5 most important metrics a moving company owner should be watching weekly, and how would I go about building a simple dashboard to track them?

TURN YOUR CLAIMS PROCESS INTO A SYSTEM

If claims or damage reports are handled ad hoc, start here.

My moving company handles damage claims and customer complaints mostly through email and phone calls. Help me design a simple process to track, respond to, and resolve claims consistently — one that doesn't require expensive software and could be managed by one person.

AUDIT YOUR SOFTWARE STACK

Find out if you're paying for tools you don't fully use.

Here is a list of software tools my moving company pays for: [list them]. For each one, tell me: what it's typically used for, whether there's a cheaper or free alternative, and whether it could be replaced by AI. I want to know if I'm overpaying.

GET A CUSTOM AI ROADMAP

Ask for a plan built around your actual business.

I run a moving and storage company doing approximately \$[X]M in annual revenue. We have [X] employees, [X] locations, and our main services are [local moves / long distance / storage / distribution]. Our biggest operational headaches right now are [describe 1-2 pain points]. Build me a 90-day AI adoption roadmap — starting with quick wins that don't require IT support.

Want a roadmap built specifically for your business? Let's talk.

No obligation. Just a conversation. — imaiconsultants.com

Think this list is missing something important for your industry? I'd genuinely love to hear it — reach out at adi@imaiconsultants.com.