

Moving the World— One Customer Experience at a Time



A LISTEN360 CUSTOMER STORY



THE CHALLENGE

When Omar Soliman and Nick Friedman founded College Hunks Hauling Junk in 2005, they were client focused from the beginning—they knew that providing extraordinary service would be key to their success. So when the company launched its franchise operations in 2007, it made the Listen360 client feedback system part of every franchisee's initial set-up—a visionary commitment to maintaining the quality of its brand.

“How can we deliver satisfaction to our customers if we don't have their feedback?” asks Barry Julien, Senior Marketing Coordinator at College Hunks. “We liked the idea of getting that information from the get-go. We're a small team, and Listen360 helps us support the growth of our franchise network. There's no way we could maintain the highest level of client loyalty in the home service industry without it.”

With over 60 locations, College Hunks is the largest U.S.-based junk removal and local moving company in America. But those numbers don't tell the whole story of what the Hunks are out to accomplish. The 10-year-old company has a stated goal of attaining \$100 million in system-wide annual revenue and growing to 150 franchise owners over the next three years.

“For us, it's not about picking up junk or moving furniture,” explains Julien, “it's about engaging with clients, giving back to the community, providing an amazing level of service, and empowering our team members to become the leaders and entrepreneurs of tomorrow.”

THE SOLUTION

Julien explains that Listen360 “shows us where we're doing a good job and where we are falling by the wayside. It allows us to forward a client's feedback to a specific franchise for follow-up, engage our help desk to reach out, or respond immediately from the corporate level. Our entire team is involved in supporting our clients to deliver a truly stress-free experience.”

Customer feedback only works if customers provide it, so Listen360 makes it easy, measuring client loyalty with just two questions: “How likely are you to recommend us to a friend?” and an open-ended request for customers to share more about how they feel. Listen360 then organizes customers into three categories: “Promoters” are customers



INDUSTRY

Service

LOCATIONS

60+

College Hunks Hauling Junk and its counterpart, College Hunks Moving, do more than haul unneeded items and move furniture. They make their clients' lives easier. How do they know? Listen360 enables College Hunks and its franchisees to see exactly what their clients are saying—and their clients are passionately positive. That's because College Hunks' business is not just about moving people's stuff—it's about connecting with clients, supporting communities, building long-term relationships, and delivering stress-free service experiences.



who would recommend College Hunks; “Passives” are neutral; and “Detractors” are those with negative feedback. The open-ended responses show College Hunks what clients are saying in real time, so franchise partners can act quickly to solve a client’s issue.

Next, Listen360’s powerful Voice of the Customer (VOC) text analytics automatically scans clients’ comments for keywords about likes, dislikes, and concerns; aggregates them into meaningful themes; then displays the results on dashboards accessible throughout an organization. Armed with VOC’s precise insights, the College Hunks team can proactively address clients’ concerns and take the appropriate action to resolve them.

THE RESULTS

According to customer experience benchmarks, College Hunks Hauling Junk and College Hunks Moving consistently maintain a standard of customer loyalty that exceeds even the highest industry averages by 30 points. This positions the College Hunks brand in the 95th percentile for client loyalty and satisfaction. Julien says, “We’re helping to lead a worldwide client experience revolution.”

But Julien is also quick to note that, “Just measuring customer sentiment is not enough. The answer cannot be found in a single report or a certain metric; it’s only when you put yourself in your clients’ shoes, genuinely care about their feedback and follow up quickly that you learn how and why consumers choose to build relationships with your brand. You can’t fake relationships; you can only nurture and build them by establishing a genuine connection and providing real value.”

LEVERAGING SOCIAL MEDIA

Listen360 also integrates with today’s social media platforms, enabling companies to leverage their online fans and followers. As College Hunks’ clients post their experiences on Facebook, LinkedIn and Twitter, their comments serve as word-of-mouth recommendations.

“The last thing I look at before I go to sleep is our client comments from the previous day. We share them on our internal social network and they are the first thing franchise partners and their teams see when they wake up in the morning,” says Julien.

“Without this system, our teams might not realize that what they do is special,” Julien muses. “But after reading the client feedback and experiencing the service through the clients’ eyes, they see that they are delivering freedom, peace of mind, and stress-free relief. It adds an extra motivating factor for all of us and is a constant reminder of what it means to be a College Hunk.”

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BARRY JULIEN, SENIOR MARKETING COORDINATOR, COLLEGE HUNKS



Learn more about using Listen360 Customer Feedback and Online Reviews Management to drive franchise growth & profit.

 [Listen360.com](https://listen360.com)