



CASE STUDY

They Like to Move It Move It

CLIENT

Imlach Movers

They say moving is one of the most stressful experiences a family undergoes. It's hard, uncertain and can be a source of conflict. It's also the beginning of great opportunity and excitement.

But oftentimes, the negative feelings outweigh the positive ones.

We all think about moving from the family perspective. And rightly so. But what about the other side of the experience? The individual movers and the moving company.

It's a tough business. Imagine carrying someone's prized piano down a couple flights of stairs, only to take it outside in the 100-degree heat and load it on a truck. Oh, and then you reverse the process when you get to the new home.

This business is far from glamorous, it's gritty.

And behind all the front-line movers, there is a team running the sales, marketing, accounting and other functions of the business.

Such is the case with our friends at Imlach Movers, a small family-owned operation who has been doing the hard, honest work of moving families since 1922.

With 60-80 drivers, 10-12 different sales plans, variable commission for different items being moved, complex rules with their affiliated national carrier Atlas Van Lines, and even more complex legislation regarding local, intrastate and interstate moves, the commission payouts can be confusing to say the least.

Lorraine Holland, the company's CFO, told us that in 20 years, she took three different runs at tackling this challenge, including an expensive niche software option they tried to customize without much success.

They ultimately landed on Microsoft Dynamics™ GP but quickly realized the out of the box commission functionality wasn't going to cut it.

On the recommendation of their Dynamics GP partner, they contacted us to find out how Commission Plan might help them. After our initial discovery and demo, they decided Commission Plan was a great fit.

THE RESULT

Within 12 months of the implementation, overtime pay in the accounting department was reduced by \$30,000!

When asked how she has been impacted by this implementation, Lorraine replied,

“It’s so easy, it’s ridiculous.”

And perhaps more importantly, Lorraine and her team were able to stay at home on Saturdays instead of coming in to the office to clean up the commission mess.

“I can’t even begin to tell you how much I love EthoTech,” Lorraine declared.

The feeling is mutual Lorraine, we love our partnership with you and the rest of the Imlach team.

With variable labor being the company’s highest expense (the drivers are paid commission per line item per load), Lorraine took great comfort knowing those expenses were accurate and clear. She went so far as to say, “I get warm, fuzzy feelings thinking about this solution.”

We’re blushing.

The other side of the commission coin, the individuals being paid, had a positive impact as well.

Before Commission Plan, there was skepticism and cynicism about monthly commission payments. The fear was that the company was withholding a piece of the pie owed to the drivers.

But that fear has been removed.

“No one else can do this,” Lorraine remarked about her experience with EthoTech.

Complaints regarding commission payouts are virtually extinct; because of the transparency of the system, speed of payment and accuracy of the amounts received, the movers can focus on what they do best:

Helping families start the next chapter of their journeys.