



United Van Lines Provides Innovative Solutions for Corporate Clients Companies Look to United for Managing Small Moves Nationwide

PROJECT SCOPE

Develop an innovative solution for transferees who ship less than 5,000 lbs. of household goods. Improve transit time, minimize claims and create a better relocation experience while controlling costs.

ABOUT UNITED

United Van Lines is the largest U.S. van line. Its network of more than 340 agent locations blankets the country with long distance movers, serving nearly every city and small town across America with the best moving and storage services available. And as part of the UniGroup companies, United can leverage the strength of the UniGroup Relocation Network to expedite international moves by managing packing, customs and delivery.

THE CHALLENGE

The moving industry has long suffered from a van operator shortage and limited capacity. Servicing smaller shipments, especially during the summer months, has been particularly challenging. The traditional method of a van operator loading multiple shipments in a large tractor-trailer and delivering a few days later presents a number of challenges in the new industry climate. Often, the large tractor trailers cannot access the residence for pick-up or delivery, non-specific load or delivery dates may not work well for the transferee's busy schedule or there may not be enough trucks during peak periods to service the shipments in a timely manner. When a van line is not able to assign a truck to a shipment, a local agent (a regional representative of the van line) picks up the shipment and brings it back to their warehouse. Movers know this situation is not ideal. Besides the obvious potential for delay, there is a greater risk of damage when household goods are double-handled. A local pick up for an interstate order can not only be costly for the mover, but the uncertainty of the situation causes stress for the transferee.

United Van Lines' corporate clients wanted a reliable solution for small shipments that gave their transferees all of the benefits of a full-service move without the complications.

Some companies initially considered do-it-yourself (DIY) moving and storage containers for smaller shipments, but found they were not practical for corporate relocations. Many of the container companies lacked nationwide coverage. They also lacked a comprehensive solution which would include labor for packing and loading, a basic expectation for today's corporate mobility benefits. The DIY piece-meal approach involving a container company, a separate company for labor services and a separate insurance company for proper coverage resulted in multiple invoices and ultimately lacked true accountability. The opportunity existed for United to utilize its vast resources and agency network to develop a dependable container service that would offer unique benefits and replicate a high-quality traditional move experience.



With a United full-service container move, items are loaded into a container inside the truck, brought back to the local warehouse and shipped to a destination warehouse the next business day. The customer determines the best day for loading and delivery, just one of the many benefits of the program.

THE SOLUTION

United Van Lines responded to the challenge with its full-service container service. Corporate transferees with shipments weighing less than 5,000 pounds can take advantage of this program no matter where they are moving from or to in the contiguous United States. Their items are packed and loaded into the containers directly at residence, closed and shipped to the local United agent at destination via existing company equipment or a direct-route third-party carrier. The containers are opened at the residence and delivered into the transferee's new home. The service has all of the benefits of a traditional full-service move with the added features of day-certain pickup and delivery dates. Customers also receive exclusive use of the container from start to finish, further enhancing shipment security and integrity.

Because household effects remain in the containers when storage is required, there is no additional handling of the household goods which could mean a lower frequency of claims—a key benefit for all involved. The same reliable United Van Lines labor used for large shipments manages the loading and unloading of the containers using cloth moving pads to protect items rather than paper pads. The included full-value protection with \$0 deductible addressed everything clients were asking for in moving small weight shipments.

THE RESULTS

United's full-service container program will service nearly 10,000 shipments in 2015 and that number is expected to grow year over year as more customers are introduced to the program's benefits.

United's clients are not only providing a better relocation experience for their transferees, but there are opportunities to save money as well by reducing per-diem costs due to a faster transit schedule and eliminating short term storage fees when the final delivery occurs within 21 days of the load date. When longer term storage is necessary, the rates are much lower compared to a traditional move because less labor is required. The crew simply moves the loaded containers in and out of a local storage facility as needed rather than the labor-intensive process of moving each individual item in a shipment as would happen in a traditional move.

The convenience benefits for the transferee and potential for cost savings for the client make full-service containers the perfect solution for small moves. What was initially considered a good option during the peak summer season, the full-service container program is proving to be a great choice for corporate mobility programs year round.

UnitedVanLines.com

United Van Lines, LLC | U.S. DOT No. 077949
#58-2000 Rev 04/15