

# CallRail

## How Qshark Moving Company Shortened Its Quality Assurance Process by 90% with CallRail Conversation Intelligence

CASE STUDY



“Conversation Intelligence is easy to set up and simple to use. Any business with a team that’s out in the field will find it useful.”

 **Vlad Kandybovich,**  
CEO, Qshark Moving Company



Qshark Moving Company provides packing and moving services to clients large and small in the Los Angeles area.

Whether moving small home furnishings or a grand piano, Qshark's moving experts provide hassle free service with no hidden costs.

## HIGHLIGHTS

### CHALLENGES

- Spending 15+ hours a week on quality assurance
- Tracking calls from origin to conversion across multiple platforms

### SOLUTION

- **Conversation Intelligence** for AI powered insights
- **Call Qualification** to automatically score and classify calls
- **Automated Call Transcription** to automatically transcribe calls
- **Keyword Spotting** to find words and phrases in customer interactions
- **Call Tracking** and **Form Tracking** to track all call conversions

### RESULTS

- 90% reduction in time spent on call quality assurance
- Ability to see which marketing is delivering leads

# Challenges

## 15+ hours a week listening to call recordings

Maintaining high levels of customer service is essential to Qshark Moving Company, whether speaking to customers or moving their furnishings.

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“Responding to calls from customers—and handling them professionally—is a top priority for us,” says CEO Vlad Kandybovich, CEO Qshark Moving Company.”

Yet Qshark Moving Company struggled to ensure customer calls were handled professionally as the company grew. At first, Vlad answered all customer calls himself on his mobile while out in the field, so quality assurance wasn't an issue.

But as the volume of calls increased, the task quickly became overwhelming. Rather than set up a call center, it was more efficient to start routing calls to other team members in the field.

With this task now divided among the team, Vlad needed to make sure all calls were still handled professionally. His only solution was to record all calls and listen to them.



Vlad explains: “I listened to every call to see if we were handling inquiries correctly and look for areas to improve. But we can easily get 84 calls a day, and I was spending hours upon hours listening to call recordings. It was just too much.”

Vlad also needed a way to track which of his marketing activities were driving customer calls.



“We advertise in a lot of different places,” says Vlad. “So we need to know if leads are coming from Google, Groupon, or Yelp. And if it’s Yelp, for example, we need to know which listing is driving it.”

While some tracking information is available via different advertising platforms, such as Google, Groupon, and Yelp, Vlad found it was often limited in scope and challenging to manage.



“The level of detail you get on these platforms varies a lot,” says Vlad. “And if you advertise on a number of different platforms, your information is spread all over the place, making it difficult to draw insights.”

Over the years, Vlad tried a number of solutions to resolve these issues, but a lack of customer service was often a problem.

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“Some of the solutions we tried sounded promising but were a nightmare,” says Vlad. “Trying to get someone to help me took hours.”

In addition, the solutions themselves were often challenging to master.

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“Some of the dashboards were totally confusing and took a long time to figure out,” says Vlad.

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“I listened to every call to see if we were handling inquiries correctly and to look for areas to improve. But we can easily get 84 calls a day, and I’d spend hours upon hours listening to call recordings.”

# Solution

## CallRail Conversation Intelligence with Call Tracking

Given these challenges, Vlad continued to search for an alternative solution. He eventually found CallRail and was impressed when he called them.



“CallRail understood our situation right away and didn’t have to route me to a manager or specialist,” says Vlad. “Clearly, supporting an in-the-field workforce wasn’t new to them.”

Vlad implemented a number of **CallRail Conversation Intelligence** features to help with his quality assurance process.

- **Call Qualification** to automatically score calls by selected criteria
- **Automated Call Transcription** to create a full transcription of every customer call
- **Keyword Spotting** to identify words and phrases in customer interactions.

With these products, Vlad doesn’t have to listen to call recordings for quality assurance but can instead quickly scan transcribed text with the help of keyword searches and call highlights.



“With Conversation Intelligence, I can quickly scan and make sure agents are being polite and giving the right information to customers and leads,” says Vlad. “It’s way more efficient.”

In addition to quality assurance, Conversation Intelligence gives managers the tools they need to draw new insights from customer interactions, in an easy-to-use interface.

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“The dashboard is simple to understand and use,” says Vlad. “I also like having key data points emailed to me automatically every week for comparison purposes.”

Qshark Moving Company also implemented **Call Tracking** and **Form Tracking** to follow customer journeys from start to finish and determine which marketing campaigns are driving leads. The solution uses dynamic number insertion to create a unique phone number for every marketing instance that is then tracked.

Call Tracking integrates with Google Ads, Facebook Ads, Microsoft and other advertising platforms, so all leads and conversions are counted and tracked in one place.

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“We can see exactly which listings are driving leads, even on platforms that give us very little data, such as Yelp,” says Vlad. “Call Tracking does the job for us, all on one platform.”

Throughout the implementation and use of these products, Vlad is very pleased with the level of service he receives from CallRail.

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“CallRail customer service has been great,” says Vlad. “If I have a question, they’re there to answer it.”

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“CallRail understood our situation right away... Clearly, supporting an in-the-field workforce wasn’t new to them.”

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# Results

## 90% less time on quality assurance

Today, Vlad spends **90% less time** on his call quality assurance process with Conversation Intelligence. He's no longer listening to call recordings for 15 hours a week. Instead, he spends just one to one-and-a-half hours a week with CallRail.

Before, Vlad would get overwhelmed by the sheer volume of call recordings and end up listening to only a portion of them. The shortened process with Keyword Spotting is not only more efficient, it's also more thorough.

At the same time, Call Tracking and Form Tracking provides data-driven evidence of how well different advertising platforms are working for Qshark.



"I've been doing this a while, so I had some sense of what marketing works best for us," says Vlad. "But Call Tracking confirms what my instincts tell me."

With this new confidence in his marketing, Vlad is successfully improving his company's conversion rate.



"It's hard to compare the past to the present because we're always changing up our marketing," says Vlad, "but I can say for sure that our conversion rate is going up."

Just as importantly, Vlad is confident that all team members are delivering excellent service to customers, responding professionally to inquiries and answering customer questions accurately.

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“Today, I’m spending less time monitoring calls and more time serving our customers—which is the way it should be.”

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# CallRail

**Spend less time monitoring quality  
and more time delivering it.**

Start your free 14-day trial of Conversation Intelligence today.

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