

Applied AI in the Moving Industry



IAM Tech Talk Part 4

May 6, 2026

Ramiro Quiros, [Movd Technologies Inc](#)

To Ensure Compliance with Antitrust Laws:

Discussion, comments, and presentations during IAM functions must not:

1. refer to any past, present, or future rates, prices or anything related thereto
2. include any reference to marketing strategies that would reduce competition
3. include any discussion of boycotts of any person, product, or firm
4. inhibit any member's employees from discussing employment with other member companies.



AI in Your Moving Company: A Practical Starting Point

A clear, no-hype framework for moving company leaders who are ready to **stop exploring** and **start doing**.

Presented by **Ramiro Quiros**
CRO @ [GetMovd.com](https://www.getmovd.com)



THIS IS THE VERY LAST TIME I DO THIS PRESENTATION

**The era of "what if" is over.
AI is here, it's practical, and it's transformative.**

This presentation is about moving from contemplation to action. Explore how to leverage AI for tangible results, today.

CASE STUDY

The "Burger Fraud" Case

AI doesn't just improve productivity for you. It also increases the consumer's access to advice, research, and creating data. It changes how evidence, trust, and fraud work.

Why This Matters for Movers

- Fraud
- Documentation
- Deeper understanding

Key Insight

AI changes the economics of fraud and dispute resolution.





WHERE WE ARE

Interested, But Still Stuck

Most moving companies are paying attention to AI. Very few have taken a structured first step. The gap is not about tools — it's about knowing where and how to start.

High interest

Leaders are aware AI matters and want to act

Low structure

No pilots, no policies, no clear starting point

Real blockers

No technical expertise, no time, security concerns, and uncertainty about what's actually worth trying

Most

Still at zero

Not started or just experimenting, with no formal pilots in place

Few

Have AI policies

No formal guidelines on approved tools or data handling

Low

Structured training

Most teams have had no AI training at any level



What Is Actually Possible with AI Today

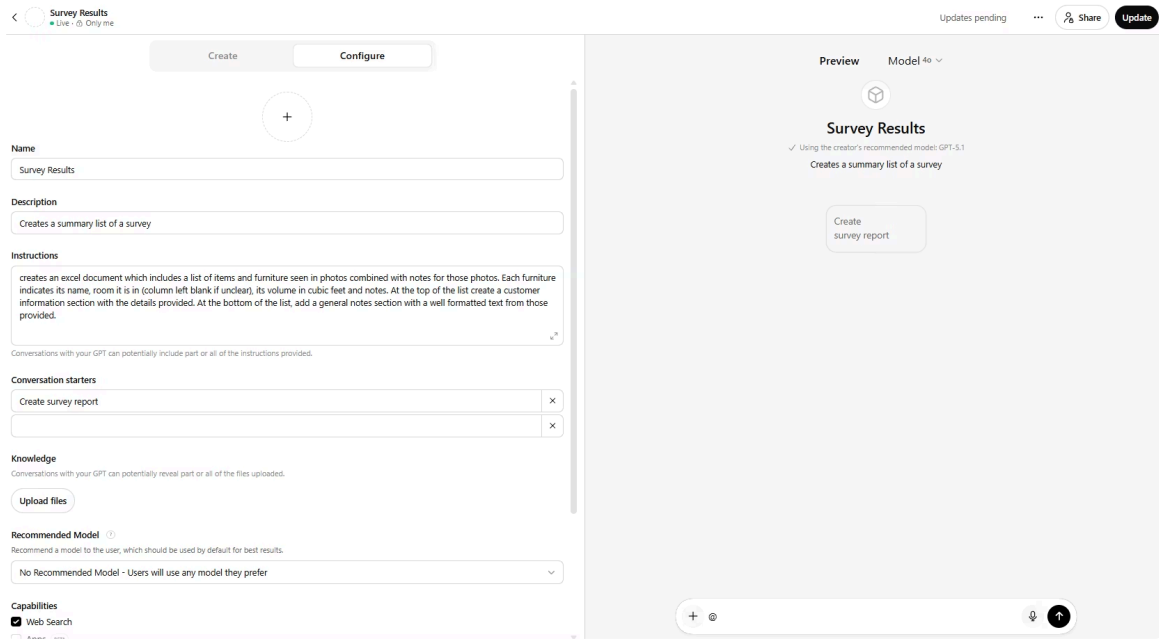
Past the Hype

Let's look at what's real, what's ready, and what's worth your time.

Generic and Company Framed AI Chats, Agents, and Operators

AI agents you create and deploy using general-purpose AI tools.

They can be instructed, given memory, and optionally grounded in some company content, but still operate broadly across many tasks and contexts.



Examples: executive assistant agent that drafts and reviews emails and documents, internal research agent that answers questions across company files and the web, reporting agent that summarizes spreadsheets and management reports, meeting preparation agent that synthesizes notes and agendas, problem-solving agent that explores options and scenarios

Agentic Workflows, and Multi System integrations

AI agents designed to perform a specific job within a defined workflow.

They are constrained to approved data sources, rules, and handoffs, and operate as part of an existing business process.

Examples: HR policy agent that answers questions only from approved HR documents, operations procedures agent that supports staff using internal SOPs, claims or quality agent that reviews documentation against defined rules, sales support agent that prepares drafts using CRM data and templates, compliance reference agent that responds only within regulated content

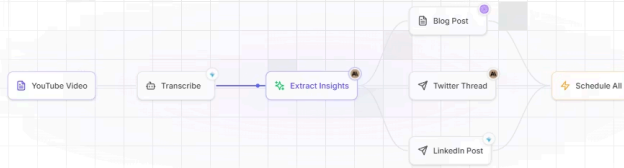
For the first time in history, you can build an entire business by simply talking to AI.

Describe what you need. Watch your AI workforce build itself.

[Build Your First AI Agent →](#)

Free to start · No credit card · Or get a free AI audit

Content Repurposing Engine



Build Your Own

Custom applications built to support a single purpose or workflow, often using AI as a component. These are tools with inputs, logic, and outputs, not just conversational interfaces.

W / Packing Materials Tracker ☆ ...

Build Code Data Settings Share Publish

Last updated: 13:39, Jan 28, 2026

```
XS Box,Boxes,each,25,true,20
S Roll,Rolls,each,12,true,10
```

If you need quotes around individual fields (like when a field contains a comma), wrap only that field:

```
name,category,unit_type,unit_cost,warn_low_stock,1
"XL Box",Boxes,each,55,true,10
"XS Box",Boxes,each,25,true,20
"S Roll",Rolls,each,12,true,10
```

The key difference: remove the quotes from the beginning and end of each line. The easiest way is to download the template from the Import modal, which shows the correct format, then add your data following that structure.

13:43 on Jan 28, 2026

why cant i use this csv?

Something went wrong

What do you want to change?

+ Default

Introducing Max Mode. [Read the announcement](#)

PackTrack

Professional packing materials tracking for moving companies

Streamline your materials management, track inventory in real-time, and optimize crew efficiency with PackTrack's comprehensive tracking system.

Crew Login

Access your moves, checkout materials, and record actuals

Warehouse Login

Manage moves, stock, materials, and reporting

What We Actually Built in under an hour

These hands-on examples were created during recent live seminars with real moving company workflows. None required coding expertise.

Timeshifting App

A simple tool to help coordinators redistribute workload across time zones and schedules — built and tested in a live session.

Shipment Planning App


A basic but functional shipment planning assistant assembled in roughly 15 minutes using available no-code tools.

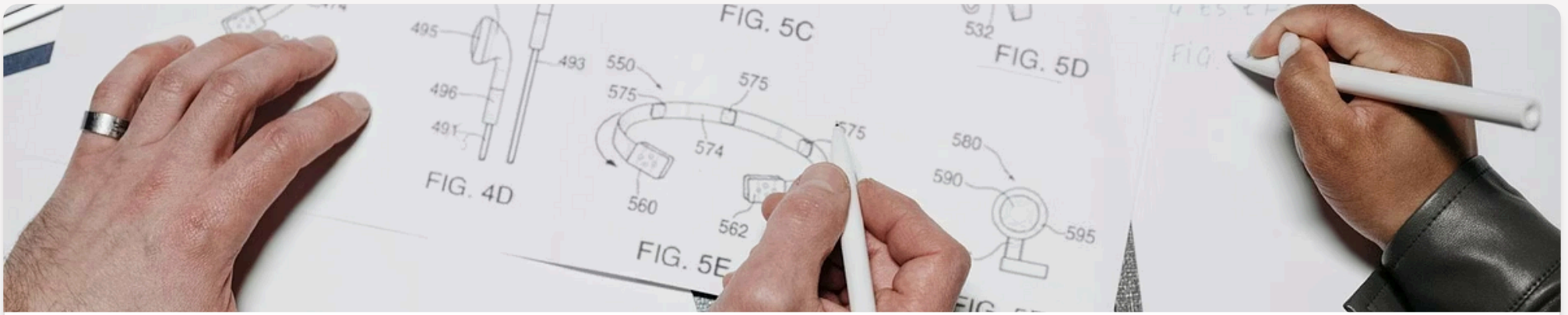
Lead Response Workflow

An automated sequence that drafts, personalizes, and queues responses to inbound leads — with human review before sending.

Simple Internal Chatbot

A company-facing assistant trained on customs FAQs and internal policy documents, accessible to staff on demand.

 The key insight: useful, working prototypes can now be built in hours, not months. The bar to get started has never been lower.

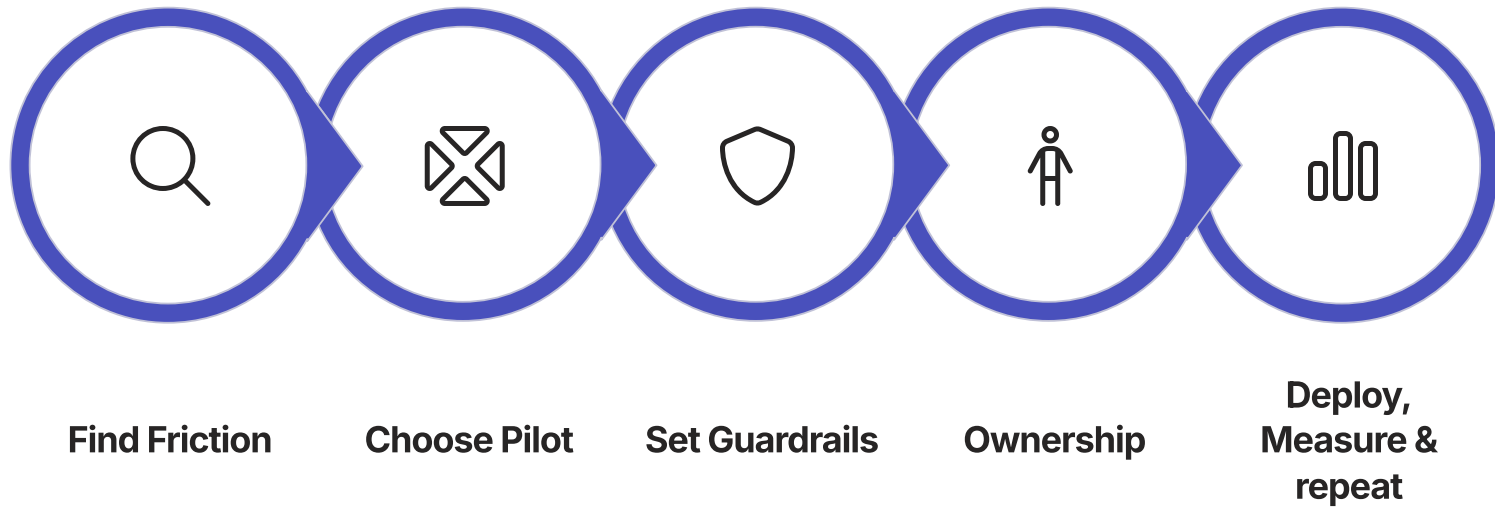


How to get building

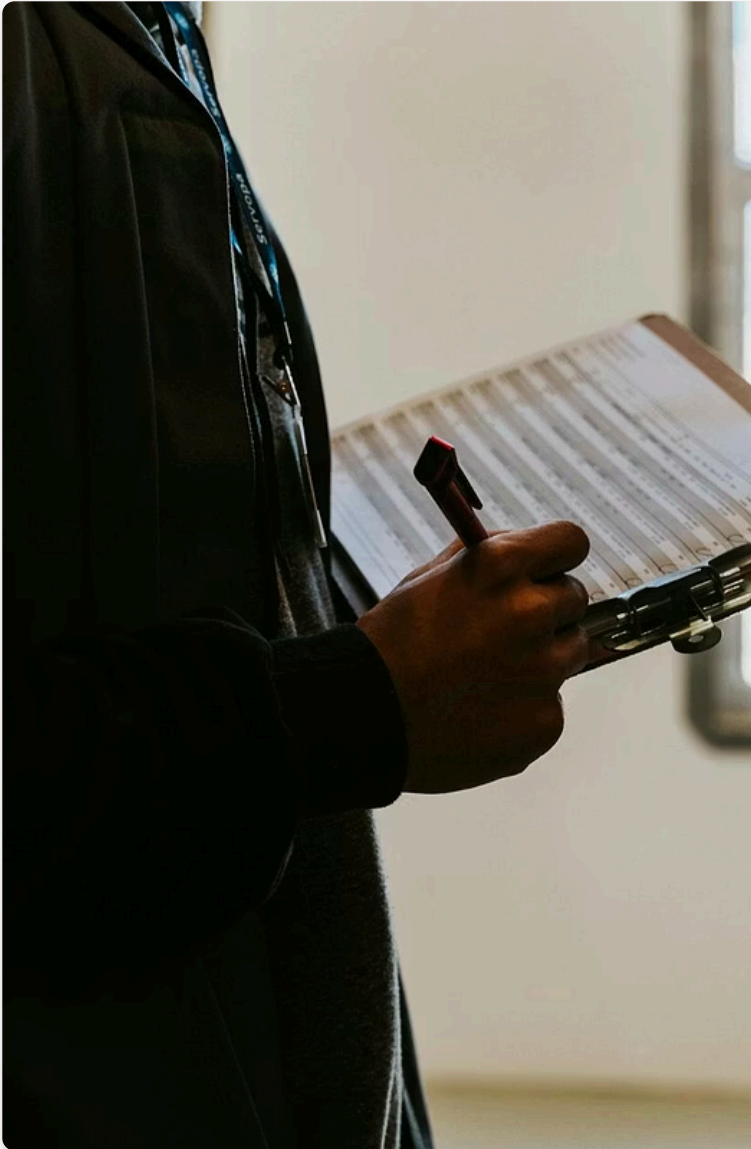
Define a clear, actionable framework for identifying and implementing AI solutions that deliver real value.

A Simple Starting Framework

You don't need a transformation strategy. You need a repeatable starting process. Here is a five-step framework built for moving companies.



This loop is designed to be lightweight, low-risk, and repeatable. The goal at the start is learning and confidence, not full automation. Complete one cycle before expanding.



Find Friction

Choosing the Right First Use Cases

Start Here



Repetitive tasks

High-volume, done the same way every time



Low-risk outputs

Easy to review; a mistake won't cause serious harm



Measurable value

You can define a clear before/after metric

Avoid for Now

Complex decisions

Anything requiring nuanced human judgment or legal accountability

Sensitive data

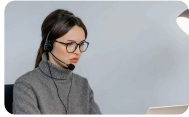
Customer financial records, contracts, or regulated documents

Whole-department overhauls

Starting too broad is the most common reason pilots fail

✔ Good first targets: drafting customer emails, summarizing inbound inquiries, organizing move notes, generating quote templates, and pulling data into reports.

AI Across a Moving Company: Real Use Cases



Sales & Customer Service

- Personalized quote follow-ups
- Lead responses
- Translated client communications



Move Coordination

- Inventory digitalization
- Shipment planning summaries
- Scheduling and light customer record keeping
- Customer Communication



Finance & Admin

- Excel analysis and formula generation
- Report drafting and data cleanup
- HR document guides and policies



Marketing & Content

- Social media posts and website copy
- Branded image generation
- Proposal and presentation drafts

Common Mistakes to Avoid

Starting too big

Trying to automate an entire department before proving value in a single task is the fastest route to a stalled initiative.

Chasing the hype

Choosing tools based on what's trending, rather than what solves a real problem your team actually has today.

Not talking about it

Allowing staff to paste customer data or sensitive documents into public AI tools without a policy creates real compliance risk.

Expecting full automation

AI assists. It doesn't replace judgment. Removing the human review step too early leads to errors that damage trust.

Not training the team

Deploying tools without structured onboarding guarantees inconsistent use, poor results, and eventual abandonment.

The AI Systems Map: Choosing the Right Route






Stop asking "Which tool is best?" — start asking "What am I trying to build?" The right question changes everything about how you choose.



Each category serves a purpose. Choosing the wrong layer is one of the most common mistakes when starting with AI.

Tool Selection & Final Principle

When you are ready to choose a tool, use this decision ladder. Start at the top and only move down when the simpler option is not enough.

	Chatbot Assistant If the task is unclear or one-off
	Agent If the task is repeatable and structured
	Workflow / Integrator If systems need to connect across steps
	App Builder If people need a structured interface
	Custom Development Security is critical, customer-facing, or needs to scale

✔ **Final Principle:** Start small, stay practical, protect data, keep humans in the loop, and measure whether it actually helps.



Which route are you actually choosing?

Different tools for different outcomes

Category	Chatbots & Assistants	Agents	Integrators	Workflow Builders
What it does	Helps with one task at a time: writing, summarizing, researching, analyzing	Handles a repeatable task with multiple steps, usually with a goal and some context	Connects the tools you already use and moves data between them	Designs the step-by-step process: decisions, approvals, handoffs, AI steps, and human review
Best when	The task is mostly contained in one conversation or one file	The task happens often and follows a recognizable pattern	You already have systems in place that need to talk to each other	The process is still manual, messy, or not fully systemized
Strengths	Fast, flexible, easy to start	More structured than chat; can follow instructions and reuse context	Good for connecting apps, triggering actions, and reducing manual copying	Good for turning repeated work into a controlled process
Weaknesses	Not automatically connected to your systems; depends heavily on user instructions	Still needs testing, boundaries, and human review	Works best when existing systems and data are reasonably structured	Needs process thinking before tool setup; can become complex if not kept narrow
Example tools	ChatGPT, Claude, Gemini, Copilot, Perplexity	ChatGPT GPTs, Claude Projects, Gemini Gems, Copilot agents	Zapier, Make, n8n, Power Automate	Aident, Flowise, Kodey, Mindstudio, Relay
Moving-company example	Draft a customer email, summarize a long agent thread, review an Excel report	Prepare a quote checklist from a request, review documents against a checklist, create a weekly report draft	Move data from Salesforce to QuickBooks, update a spreadsheet from a CRM, send an email after a task changes status	Email request → extract details → create checklist → assign task → human review → draft reply

🔍 **Don't ask:** "Which tool is best?" — **Ask:** "What kind of work am I trying to systemize?"

Which route are you actually choosing?

Category	Agentic Operators / Browser Agents	Vibe Coding / App Builders	Internal Knowledge / Company Agents	Traditional Websites / Front Ends
What it does	Operates across websites or apps by clicking, searching, filling forms, and completing tasks	Builds a lightweight app, portal, form, tracker, or internal tool from natural language instructions	Answers questions or produces outputs using company documents, SOPs, policies, or knowledge bases	Presents information, forms, pages, portals, or customer-facing content
Best when	The work happens across multiple web tools and there is no clean integration	People need a simple interface, database, or structured tool	Staff need consistent answers from internal knowledge	The main need is visibility, presentation, or customer access

Strengths	Can use existing interfaces like a person would	Very fast for prototypes and internal tools	Helps standardize knowledge and reduce repeated questions	Familiar, public-facing, good for marketing and simple portals
Weaknesses	Less predictable; needs careful supervision; risky for sensitive or high-value actions	Security, scalability, and maintainability depend heavily on the platform and setup	Only as good as the documents and permissions behind it; needs governance	Not enough by itself for deep business logic or automation
Example tools	ChatGPT, Claude, OpenClaw/Blink Claw, Convergence, Simular, Autotab, Ripplica, Preplexity Computer	Base44, Bubble, Frontly, Lovable, Replit, Mocha, Orchids	Chatbase, Chatnode, Sana, Lyzr, Lorikeet, Copilot Studio	Algomo, Brewed, Dora, CodeDesign, Pineapple Builder, 10Web, Musho
Moving-company example	Track shipment info across portals, collect updates from carrier websites, prepare a status summary for review	Internal quote intake tool, checklist generator, simple shipment tracker, document review app	Customs guidance assistant, claims SOP assistant, internal training assistant, policy Q&A bot	Customer information page, lead form, move-preparation portal, downloads hub

👉 **A chatbot** helps you think. **An agent** helps you repeat. **An integrator** connects. **A workflow builder** organizes. **An app** gives people an interface. **An operator** acts across tools. **A knowledge agent** answers from your company knowledge.

What To Do Today? A Practical Checklist to get started with AI

With everything covered in AI materials included in Movingech.ai, here is a structured starting point — for individuals, teams, and companies. This applies at every level of the organization.

Individual Level

- Pick one recurring task
- Identify where AI helps
- Choose the best tool class
- Seek approval to test
- Choose a tool
- Build, Test
- Release or discard
- Share results with others
- Start again

Team Level

- Meeting with the team
- Pick one team process
- Define an owner
- Map the current steps
- Identify where AI helps
- Choose the best tool class
- Choose a tool
- Build, Test
- Share results with others
- Release or discard
- Start again

Company Level

- Company wide strategy meeting
- Request submissions
- Define success metrics
- Define approved tool classes
- Define an owner
- Pick 5 pilot processes
- Identify where AI helps
- Choose the best tool class
- Choose a tool
- Build and Test 1 pilot
- Release or discard

- Share results with others
- Complete other 4 pilots
- Start again

Open Discussion & Q&A

An opportunity to clarify any concepts, share your thoughts, or ask about specific challenges you're facing.

Stay Connected

For any further questions, inquiries, or to share your success stories:

- **Email:** ramiro@getmovd.com
- **LinkedIn:** /ramiroquiros
- **Website:** getmovd.com
- **Newsletter:** <https://movingtech.ai/newsletter>