

ATLAS DRIVE 2025 – DAY TWO HIGHLIGHTS

✓ STRATEGIC INNOVATION & OPERATIONAL EXCELLENCE



- Day Two focused on how **innovation, process improvements, and new tools** help agents grow



- Reinforced the value of **data, operational efficiency, and clear communication** across the Atlas network



- Continued emphasis on **supporting agents through change**, with tech-enabled solutions like Yembo and agent-led insights guiding the way

✓ OPERATIONAL EXCELLENCE: MARK COOPER'S INSIGHTS

Presentation by Mark Cooper – Operational Strategy & Agent Support



- Shared how Atlas is streamlining operations to reduce friction and improve service
- Encouraged agents to focus on **repeatable, scalable systems** to drive operational success
- Emphasized the role of **containerization and real-time tracking** in meeting customer expectations
- Reinforced Atlas's commitment to being **easy to do business with**—for both customers and agents

✓ DRIVING INNOVATION: YEMBO IN ACTION

Presentation by the Yembo Team

- 1 AI-powered virtual surveys let customers complete walk-throughs at their convenience
- 2 Pre-loaded inventory capture reduces estimator workload and improves accuracy
- 3 Helps close leads faster, reduce manual tasks, and enhance customer satisfaction
- 4 Built-in photo documentation improves quality assurance and supports claims management
- 5 Fully compatible with AtlasNet, ensuring smooth workflow handoff from customer to agent



[View the Yembo Slide Deck](#)



[Explore Yembo for Movers – Product overview and features](#)



[Yembo Resources Hub – Tutorials, FAQs, and product updates](#)



DAY TWO HIGHLIGHTS - CONTINUED

FIRESIDE CHAT HIGHLIGHTS

Focused on practical implementation, tools, and agent feedback on operational strategy.

Shared how **process improvements** are being used by agents in real-time

Discussed ways to **reduce operational friction**, from booking to delivery



Reinforced the goal of **consistency, scalability, and service excellence**



TOOLS FOR AGENT SUCCESS

HubSpot

onboarding and training
resources rolling out

yembo.ai

adoption expanding—
onboarding support available
for agents



New materials coming to support
co-branded marketing and
improve local engagement

“The path forward is clear—together, we lead with innovation and service.”

WATCH THE VIDEO 

