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**How one Greek
company treats
every customer
like a celebrity**

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25 Years: Defining 'Celebrity' Moving



We treat every client like a celebrity. That is what we founded our business on... It has enabled us to stand apart from the competition for 25 years

Over the past 25 years, we think we've seen it all!" Kathy Chrisovergis, the managing director of one of Greece's leading moving and relocation companies, says with a warm smile as she recalls the countless memories and interesting assignments that her company has taken on.

With a name like Celebrity International Movers, the 'celebrity moments' certainly have come in full force over the past quarter of a century, says Kathy. "We've moved many celebrities including famous athletes, singers, actors, writers and even royalty across Greece and around the world." In some cases this has involved "amazing and challenging" moves, including handling the complicated logistics to transfer props for the National Greek Theatre's world tour. "We successfully moved their goods to some very remote locations in North and South America, working to a strict deadline," she says with pride. "No matter what the assignment, we are committed to a personalised 'celebrity' service. We always aim to be the best."

The celebrity treatment

Kathy's definition of 'celebrity service' is something she worked out early on. A Greek-American, she moved several times between the USA and Greece as a child and as an adult. She recalls how sensitive a time the moving process can be and concluded that getting the details right and handling logistics professionally is a must for any client on the move. "We treat every client like a celebrity. That is what we founded our business on, this exact idea. It has enabled us to stand apart from the competition for 25 years."

The times leading up to this year's corporate silver anniversary were not always easy. After working for a removals company in Athens, Kathy and her husband George set up a company of their own in 1986. George handled operations while Kathy took on sales and administration. They used their small savings to take out ads and to rent their first warehouse which was 200 square metres. Kathy says she worked endless hours marketing the company, from making cold calls to attending networking events in Athens. The couple did surveys in the evenings and packing jobs on the weekends.

"Our hard work paid off when I quoted a wealthy Greek woman with expensive antiques that had to be shipped overseas. She believed in our service no matter how new we were. We got the job, we handled it extremely well and that led to more referrals and more business."

All-round service credentials

Over the years, this led to more than enough business done the 'celebrity way' to make Celebrity one of the leading moving companies in Greece. "We still stand by the name we chose, giving each client 'celebrity treatment' during one of the most stressful situations that can arise – moving," says George. "We've maintained dedicated full-time packing teams who are completely qualified and trained. Quality is key from the

office to warehouse, especially during this economic crisis. We know competition is tight but we maintain our position in the market by providing top service coupled with competitive rates."

Kathy Chrisovergis continues to handle office administration, along with their daughter Christina who has worked full time alongside her parents for the past eight years. "I've learned so far that the challenges are many in Greece. We manage everything from hiring donkeys for island moves to testing our flexibility in the face of unexpected strikes," says Christina Chrisovergis. "But we all work as a team which is really important and I know our customers see the difference."

Celebrity's teamwork is backed by the company's commitment to maintaining quality standards. The company has earned all of the top industry credentials, keeping its finances, quality and safety controls running to high standards in both the main office and warehouse facilities. The company handles an array of storage and archive services as well as moving services, including local to international moves and specialized moves for offices, art and antiques, ships to pets and exhibits. International companies, embassies, private individuals and families regularly call on Celebrity's services.

Celebrity's relocation department opened five years ago offering comprehensive services from school to home search to successfully assisting families on a more personal level when moving into or out of Greece. Most recently, Celebrity became a member of EURA, a prestigious pan-European standards body in the relocation industry.

"With any moving job and now with relocation, we aim to focus on the client's perspective by understanding their needs. We have multi-lingual staff to put foreign clients at ease. We always seek customer feedback which over the years has been strongly in our favour," says Kathy. "In fact, many of Celebrity's employees have international backgrounds and some are even expats so they understand the moving process from first-hand experience."

Looking back Kathy says the company has grown at a steady pace by enabling its staff to

grow and do their jobs well from start to finish. "We aim to keep moving ahead with our passion for our work and the strength of our teamwork which is all backed by our commitment to quality standards," says Kathy. "We're extremely proud to celebrate our 25th year in the moving industry. We owe everything to our partners and to our clients who have experienced our definition of 'celebrity service' – service that goes beyond their expectations."

With many thanks to Marissa Benekos for her contribution to this article.



Left to right (top): George Chrisovergis, Kathy Chrisovergis, Hara Panagiotakou, Katie Eviadou, George Elias, Tassos Alexopoulos, Christina Chrisovergis, Myrta Pothitou
Left to right (bottom): John Aliferis, Bilbil Xhepa

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