

STOR BOSS



CEO PRIORITIES 2024

Critical Factors according to
the SSAA Storbosses

CHATBOTS

The Unseen Workforce &
Why You Need It For Your
Self Storage Business!



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Chairman's Message



HELEN NG

Chairman
Self Storage Association Asia
CEO
General Storage Company

We're in a weird place. The world economy, including Asia, is not behaving like it's supposed to. The American recession never arrived, China's post-COVID boom is a no-show and somehow Japan became the darling of global FDI even though the yen is at historic lows.

And self storage? High interest rates slowed down the amazingly high levels of US deal-making but it is still a growth market. Hong Kong's investment bonanza has only just now gone from white hot to hot. Singaporean demand keeps inexorably rising even as local regulatory issues slow expansion. Thailand is booming and the Philippines and Indonesia are seeing exciting new moves. Korea and China are the dark horse challengers of the industry, quietly expanding using novel funding and business models to supercharge their growth.

All of the Asian action will be on display at our upcoming Self Storage Expo Asia 2024. Calling it an "Expo" may be a misnomer. It is more like a CEO summit, with probably the highest concentration of CEOs, owners and their backers from around the world. They come to meet the leading technology providers in Asia and learn from the best - their peers.

The collegial nature of the event sees open sharing on full display on stage in the daytime and during the cocktail hours (and later!). Pioneers in frontier markets come to learn from the experienced CEOs in more mature markets. In time, they become the experts who can collaborate with the next generation as Asia opens up, country by country, to the self storage movement. More than a few M&A deals have had their genesis at the Self Storage Expo Asia.

Some companies are bootstrapping their way to greatness while others are expanding from funding from the likes of global investment giants like Warburg Pincus, Brookfield and Blackstone. Lesser-known, quiet, in-country investors from logistics, real estate development and other conglomerates are backing domestic local companies as well as doing cross-border deals.

Those coming to the Expo will meet them at the Investor Forum on the last day of the Expo. That will happen after exciting site visits and in-depth discussions about how operators can use new technologies and business models to drive revenue, cut costs and distinguish themselves vis a vis their competitors.

It's also the best time you'll have all year. There's always some magic in the air in Hong Kong; it still has the power to dazzle with its stunning skyline and thrilling adventures under the shadows of the world's most insanely luxurious hotels and Michelin-starred restaurants.

So if the world is being a little weird, you can enjoy the fun bits and make some sense of the rest to become a better self storage operator by joining us on May 7-9 in Hong Kong.

I'll be there; I hope you will be too! ✨

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Editor in Chief Message

ANDREW WORK

Editor in Chief

Executive Director

Self Storage Association Asia

Beyond making profits, self storage companies sometimes have to gain social license by showing their value to the broader economy. A recent research paper commissioned by the SSAA looks at the role self storage plays in the Singaporean economy. It has produced some shocking results.

The general direction is unsurprising to self storage operators that are close to their customers. We speak to micro, small and medium-sized enterprise (MSMEs) business owners that put self storage at the core of their business model. The flexibility in pricing and contracting, combined with a suite of services that operators provide, make self storage essential.

The surprise comes from how important it is. In a survey of 180 self storage business users, 75% agreed that self storage helps support the growth of new industries in Singapore. They know that from experience. 83% said it is important to their business plan and growth. 88% said it delivers operational efficiencies. The report (available from the SSAA) has much more detail but the overall message is clear: When it comes to MSMEs, self storage is THE indispensable industry.

And MSMEs want more. A survey 263 companies comprising the broader MSME business base (including non-users) shows that 54% plan to expand their use of self storage in the next three years - if they can, that is.

Singapore currently has less than half the self storage per capita than Hong Kong and 1/15th the United States. Self storage could quickly become a constraint on the growth of MSMEs, pushing them abroad or killing them before they are born.

This type of economic impact report has never been done before and it has implications for the industry around the world. Governments try to create environments that support the founding and growth of small businesses. Those who know what it takes know that startups need a flexible environment to thrive. Self storage delivers that. It is a modern growth industry because it serves the needs of modern startups and existing businesses. Our members are the companies - nay, the people - delivering what their local economies need.

So don't be shy to tell the world about how your business is supporting new startups, businesses in transition and those about to grow. We've always known it in our hearts - now we have the numbers to prove it. 🌟

STORLOGIX CLOUD



ACCESS CONTROL IN THE CLOUD

With the StorLogix Cloud Platform, self-storage owners and operators can feel connected to their entire portfolio no matter where life takes them.

StorLogix Cloud Platform combines 40-years of industry experience with the latest technology to create a comprehensive suite of access control products that helps self-storage businesses streamline their operations, minimise risk, and improve their bottom line. Features like remote accessibility, real-time notifications, and site activity reports give you the information you need to ensure a world-class operation even when you're on-the-go.

Storlogix Cloud has an API now written to your management software and interfaces directly with SiteLink & Storman for a smarter and smoother operation between your self storage management software and PTI's access control.

Ensure that your site is always secure while providing a world-class customer experience with PTI's cloud-based access control software and mobile apps.

Learn more by visiting ptistoragesecurity.com.au/storlogixcloud

STORBOSS
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'The voice of self storage leadership in Asia'

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THE STORE HOUSE

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HKDR
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CARING COMPANY OF HONG KONG

HKD \$100

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Time:

9AM - 6PM

Venue:

TSH-HKDR Booth
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All proceeds from bags
sold at **#SSEA2024**
will be donated to them.

THE STORE HOUSE



CEO PRIORITIES

Being the boss means choosing what to focus on. STORBOSS asks bosses what they are focusing on for 2024. We want to know what they think are the most critical factors that will affect their profits, their growth plans and how they can make investors and customers happy.

Find out if your eye is on the right ball for 2024 or if you might be missing a beat!

PAKDEE

CEO OF I-STORE SELF STORAGE, THAILAND

i-Store Self Storage is now continuously expanding our branch network. One of my priorities this year is to develop i-Store Self Storage staff as they are the main factor to drive our business and provide excellent service to our customers. One thing that we hold together is our culture called “T-R-E-A-T”.

T stands for “Teamwork” where everyone works together and focuses on the same goal - which is to IPO on the Thailand Stock Exchange main board this year. R stands for “Resilience” whereby our team can overcome all challenges coming under any circumstances. E stands for “Empathy” where everyone understands one another’s feelings and what they are going through. A stands for “Agile” where everyone can adjust their work or find a way to accomplish their tasks actively. And T stands for “Trust” where we believe that staff can manage their time and work to achieve our goals.

Another focus is to communicate to help our staff understand that they are the most important part which helps our company to grow. I also focus on my staff’s well-being and provide the best welfare for them, so they will be working healthily and happily. Once they are happy, they can pass the happiness to our customers and our customers will get the best service.



PAKDEE ANIVAT

CEO & Founder
Storage Asia Public Company Ltd

MICHAEL COCOZZO **CEO OF REDBOX SELF STORAGE, HONG KONG**

From an operational perspective, the key focus for RedBox in 2024 will be centred around continuing to improve each aspect of the customer journey. With the market becoming increasingly competitive, both on the rate and supply side, the importance of prioritising customer-centric approaches for new and existing customers will be key to achieving our internal and external growth targets.

Implementing new technology, along with further developing our mobile application and online booking platform, will continue to help us streamline the leasing process and offer convenient access to storage solutions for our customers. We will be very focused to ensure that the technology we use is tailored to serve our core local consumers. Personalised customer service and establishing connections with customers play a much more significant role in the Asian market compared to the rest of the world. It's key that we uphold our commitment to high service standards in every aspect of our business in parallel with new technology and offerings.

From an investment standpoint, we aim to proactively grow our presence in Hong Kong through acquisitions. The high interest rate environment has put significant pressure on local landlords and operators. We anticipate 2024 will provide ample opportunities to assertively grow our portfolio.



MICHAEL COCOZZO

CEO,
Redbox Self Storage

CEO PRIORITIES

HAMZAH MANGO

CEO OF EASY STORAGE, JORDAN

As Founder & CEO of Easy Storage Jordan, I am thrilled to share our top priorities for 2024, as we continue to grow and innovate in the self storage industry. With three facilities strategically located in the capital, Amman, we are dedicated to elevating our services and expanding our reach.

First and foremost, our focus remains on driving profitability. We aim to achieve this by optimising occupancy rates and strategically increasing rental rates, ensuring sustainable growth while maximising returns for our investors.

Managing our cost of debt is paramount, and we are actively collaborating with financial institutions to secure suitable solutions that align with our long-term goals. By proactively addressing our financial obligations, we can maintain a healthy financial position and fuel further expansion.

Thirdly, investing in our team's development is paramount. We are committed to upskilling our employees to enhance their capabilities and effectiveness, ultimately driving operational efficiency and customer satisfaction.

Exciting developments are on the horizon as we embark on a new venture in the Kingdom of Saudi Arabia. With its immense potential, entering this market presents significant opportunities for growth and expansion.

Above all, our unwavering commitment to customer satisfaction remains at the forefront of everything we do. We understand that we are, first and foremost, a customer service company, and we prioritize delivering unparalleled service experiences. By prioritizing the needs of our customers, we can strengthen relationships, foster loyalty, and solidify our position as the premier choice for self storage solutions in the region, West Asia!

In summary, our focus for 2024 revolves around strategic growth, financial prudence, team empowerment, expansion into new markets, and unwavering dedication to customer satisfaction. We are excited about the opportunities that lie ahead and remain steadfast in our pursuit of excellence in the self storage industry.



HAMZAH A. MANGO

CEO & Founder
Easy Storage Jordan

CEO PRIORITIES

CEO PRIORITIES

EMMA FUNG

CEO OF MYCUBE SELF STORAGE, CHINA

MyCube Self Storage, established in Beijing for a decade, upholds international standards, demonstrates compliance and standardisation, and advances digitisation in self storage. In 2023, the company secured ISO9001 certification, affirming its operational excellence. For 2024, MyCube aims to progress in intelligent storage solutions and AI-driven customer management, capitalising on China's tech-forward policies and the surge in e-commerce and mobile technology to innovate the self storage sector in mainland China.

From 2013 to 2018, MyCube offered services combining manual assistance with mechanical padlocks, introducing customers in the nascent Chinese market to self storage concepts and services. This period marked the introduction of advanced security and management systems to mainland China's self storage users.

From 2019 to 2023, the company transitioned to a mobile-first approach, enabling customers to select facilities, manage bookings, and complete transactions digitally, reflecting the shift towards unmanned, intelligent operations.



EMMA FUNG

CEO
MyCube Self Storage, China

Entering its eleventh year in 2024, MyCube has adopted a strategy focused on "technology leadership, intelligent management, and AI experience," aiming to elevate self storage operations. The widespread adoption of IoT technology, smart devices, and the growth of e-commerce provide a solid foundation for MyCube's innovative services. Moving from basic storage solutions to integrated services that meet diverse customer needs, MyCube remains committed to enhancing the self storage experience, aligning with China's unique approach to smart, customer-focused services. 🍊

HOW TO MEASURE THE SUCCESS OF TRADITIONAL SELF STORAGE MARKET

THE ROLE OF TRADITIONAL MARKETING IN SELF STORAGE

For digital marketing campaigns, like Google Ads, SEO and email, discovering how successful they've been in delivering new customers and the return on your investment (ROI) from your marketing spend is relatively easy to determine. Providing you have your accounts and web tracking set up correctly, you can almost see every step a user takes in becoming your next customer.



JOSHUA WEBB
Head of Growth
Kinnovis

WHERE TRACKING BECOMES TRICKY

Things get slightly trickier when you want to measure the success of offline marketing campaigns. You may have invested heavily in facility signage, local flyer drops, community sponsorships or perhaps even TV advertising – but do you know what kind of impact that spending has had on your bottom line?

One simple approach would be, when it comes to reporting on your marketing performance, to add the costs of your traditional marketing to your digital spending. The theory is that they clicked on an ad after searching for your self storage facility, but they may have seen or heard about your brand name on a billboard or in a newsletter to know what to search for in the first place. Therefore, your traditional marketing had a part to play in bringing that customer on board.

The downside to this approach, however, is that it doesn't give you much insight what to use for your next campaign. Should you increase the radius of your next flyer drop? Would some additional signage help to better sell your service? Or, is it time to drop your sponsorship of the local village sports team?

MEASURING THE UNMEASURABLE: MEDIUM DIFFICULTY

For insights about the impact of your marketing from tools you may already have, or could set up easily, here are some metrics you can learn from.

Recent reservations. An overall spike in bookings and new customers will certainly tell you that you're on the right track with your marketing campaigns, but if you're using a self storage software manager, you should have extra details on your recent conversions. Perhaps you had a wave of new customers, but they're from a different side of town to your new billboard. A deeper understanding of your customers will help you better attribute who likely did and didn't sign up because of certain marketing decisions.

Website traffic. You don't only have to look at who has booked. With tools like Google Analytics, you can see your website volume as well as any spikes in traffic coming from regions and specific areas you may have targeted with some recent traditional marketing campaigns.

"How did you hear about us?" A mainstay in marketing forms and sales calls, asking a newly acquired customer how they heard about you at the point where they're ready to convert. This common question is used in most industries, not just self storage and it can lead to some valuable insights. There are some limitations in this line of questioning, however. They may not truthfully remember and give you a false answer or there could have been multiple times that they came across your company before reaching out to you. If you only give people the option to choose one answer, they'll likely only pick the most recent form of marketing and most likely it's going to be some form of digital marketing.

MEASURING THE UNMEASURABLE: ADVANCED SETTINGS

If you're looking for a more definitive cut-through from your traditional marketing, there are a few more advanced options that will give you objective insights and a more concrete ROI.

Unique discount codes. By including a coupon or special offer on any print advertising, like flyers, you'll be able to track how many customers redeem it when they visit your facility. Additionally, if you measure the time between the delivery of your print marketing and the final time a coupon was redeemed, it will give you an idea of how long people hold onto your marketing and how routinely you should be sending out mailers.

QR Codes. By using QR codes effectively in your traditional marketing campaigns, you can make it easier for potential customers to access relevant information and promotions while also gaining insights into the performance of each campaign element. Generating a different code for each campaign will also allow you to compare the engagement levels of your various marketing ventures.

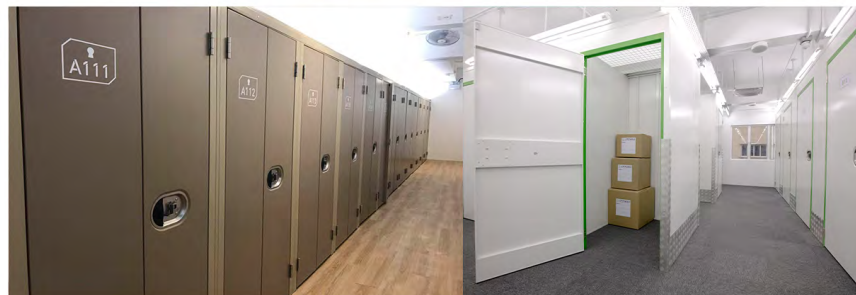
Unprompted surveys. There are survey operators, like SurveyMonkey and Pollfish, that you can pay to anonymously collect survey responses from your target demographic for you. The approach would be to survey a group of people before you launch your marketing campaign and then a different group afterwards, and then compare results. Some questions you could ask are:

- How many self storage brands could you name?
- Which of these companies have you heard of? [List your brand and some competitors]
- [For those that selected your brand] How did you hear about this company?

The benefit of this approach is that you're not looking at the potentially biased responses of your customers but instead seeing a clear measure of how awareness of your brand has changed as a result of your marketing activities.

CONCLUSION

With self storage being a needs-based industry, the timing of your marketing can be crucial. Google ads and digital marketing can be a way to promote your business at the point when people need storage but it's a congested space, filled with competition and can be expensive to maintain. Traditional marketing, along with your digital campaigns, can massively improve the brand awareness of your self storage business and reduce your overall cost per acquisition - if it can prompt someone to go directly to your website instead of Google. By adopting some of the above measures of success, you'll soon learn which marketing avenues work best for you. ❖



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THE BOX AND GREAT PLACE TO WORK CERTIFICATION



WADIH HADDAD
CEO & Founder
The Box Self Storage

The Box Self Storage has become the first storage company in the Middle East (aka West Asia) to be certified as a Great Place To Work. The Box Self Storage, founded 16 years ago by Wadih Haddad, began with a simple act of helping a friend store a couple of boxes. Since then, it has grown into a community of like-minded individuals united by shared values and an ambition to become Dubai's most beloved storage provider. The company's journey has been marked by a commitment to the happiness and personal growth of its team members, a principle that has guided its evolution and success.

Today The Box is an award-winning self storage brand and a market leader in Dubai. The core belief that the people at The Box are the driving force behind its remarkable growth has remained unchanged from its humble beginnings. The company's values have served as a compass, navigating its journey, and shaping its identity. From the outset, The Box has prioritised creating an environment where team members can flourish not only in their professional roles but in all aspects of their lives.

The happiness and personal growth of the team have been paramount and The Box has diligently worked towards establishing a workplace that reflects these priorities. The result is a motivated and content workforce, setting a high standard for the self storage, moving, and convenience services offered to self storage customers in Dubai.

Receiving the Great Place To Work certification serves as a testament to The Box's

success in creating an exceptional work environment. It reflects the company's dedication to building not just a workplace but a community where employees are not merely satisfied but genuinely happy and proud to be a part of The Box family.

"The Box's initial spark came from helping a friend store a couple of boxes at my home and since then the journey to become Middle East's largest self storage provider has been largely based on bringing people with similar values together. Along this journey we realized that The Box's award-winning success comes from our people providing an intuitive service that is able to constantly surprise and delight customers, turning them into friends. As such it is a matter of great pride and a milestone moment of recognition for each and everyone at The Box to be officially certified as a Great Place To Work." - Wadih Haddad (Founder & CEO, The Box)

The emphasis on personal growth and happiness has fostered a unique culture within The Box – one that goes beyond the traditional employer-employee relationship. Team members are not just contributors to the company's success; they are integral members of a community that shares common values and ambitions.

The Box's brand purpose of creating an intuitive service that is genuine and efficient and experiences that delight is not only focused on its clientele but also in-home, with our very own team. At The Box, they aren't just colleagues, they're are friends. 🌟

SSAA NEW MEMBERS

A big shout-out to the fresh faces as they join the ever-growing self storage community in Asia!



AIRATTIX

Airattix is a first its kind marketplace designed to make it easy for individuals to list & rent privately owned storage spaces and parking spots.



BOXWELL

Boxwell designs, manufactures, and installs portable self storage containers and roll up doors.



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URBAN SPACE SELF STORAGE

Singapore

OPERATOR
NEW MEMBERS

UNLOCKING PROFITABLE SPACE WITH SELF STORAGE SOLUTIONS



ROD BOLLS
CEO & Founder
Boxwell

Every self storage facility has its own captivating story. Whether it begins as an empty parking area, an abandoned mall, an open plot of land, or an existing storage site in need of expansion, the possibilities are endless. The variables encompass location, size, land type, existing structures, unit count, and door styles (roll-up, swing, etc.). Each facility is unique, and zoning regulations further add to the complexity.

Let us explore the art of planning a self storage facility on various property types by examining innovative approaches using relocatable self storage units. When starting with a blank, square, or level lot, the visualization of office spaces, entry points, parking, gates, security measures, and storage units is straightforward. However, for properties with existing structures, uneven terrain, power lines, or water sources, the puzzle becomes more intriguing. Regardless, understanding the local market and aligning with the community's needs and your budget is crucial.

EMPTY LOTS

For those fortunate enough to have a clean canvas for a new self storage facility, there are still variables to consider. If the property is filled with dirt or gravel, it is important to ensure that relocatable storage units can be placed without a foundation. Evaluating site layout options and determining the appropriate unit mix is essential

for self storage owners. Ideally, the supplier should visit the potential property, walk the site with the owner, and create renderings to visualize the placement of various components. Collaborating with a creative team can assist with logo design, unit appearance, site layout, and more. These designs bring visions to life, highlighting different configurations, total rentable units, additional square footage, and estimated return on investment. Moreover, suppliers often offer full installation services, taking care of delivery, unloading, unpacking, assembly, and installation of all relocatable storage structures.

EXISTING STORAGE FACILITIES

Expansion is a common requirement for existing self storage facilities, which quickly reach maximum capacity, especially in areas with a growing rental market. As more people embrace smaller living spaces, the demand for storage surges. These facilities may have underutilised spaces such as fence lines, unused parking areas, setbacks, grassy or gravel sections, uneven surfaces, narrow alleys, driveways, spots near power lines, or open land. Visualising the addition of more units can be challenging. However, select suppliers of relocatable storage units offer colour matching for seamless integration with existing spaces. Suppliers that engineer and customise units according to space restrictions are crucial for optimising previously unprofitable areas without extensive construction. With the right strategy, self storage facility owners can capitalise on these spaces, generating additional revenue alongside permanent structures or in previously empty areas. It is as simple as matching colours, choosing a configuration, and unlocking new profit potential.

RETAIL SPACES CONVERTED

Abandoned shopping centres or large retail spaces, once bustling with activity, are now witnessing a shift in community needs from retail to storage. Changing consumer behaviour, online shopping trends, and pricing at big box stores have rendered these properties obsolete. Instead of demolishing and rebuilding, creative self storage operators are re-purposing these spaces by incorporating relocatable storage units wherever feasible. By carefully placing storage solutions, these concrete areas can be transformed into lucrative self storage facilities. Selecting which buildings to remove and retain is crucial for creating the right space. Conversion can occur in phases, allowing adjustments to the unit mix based on successful rentals.

CASE STUDY

Let us examine an American case study of an empty lot where they strategically positioned 134 relocatable self storage units, creating 172 rentable units, and adding 21,440 sq. feet of rentable space. Considering the U.S. National market rate for storage rental revenue, averaging \$0.92 per square foot, they were able to establish a valuable facility within the community with an estimated ROI of about two years. The primary focus was to maximise rentable square footage, ensuring a secure environment, provide ample parking, wide drive paths, and easy street access. This property posed challenges due to its irregular shape and proximity to a water source. As self storage units are typically rectangular, placing them on a square lot is easier than on a polygonal one. To tackle this, they first determined the location for the

UNLOCKING PROFITABLE SPACE WITH SELF STORAGE SOLUTIONS

office and parking lot based on the owners' preferences. They positioned one of our portable offices near the entrance, allowing operators to conduct business while overseeing the facility. The solution involved a mix of 8' x 20' units, divided into 8' x 10' spaces with roll-up doors and partitions for smaller rentals.

The customer's pre-existing site had specific conditions that need to be addressed in the establishment of a high-revenue site.

NEAR WATER SOURCE: Relocatable self storage units can serve as a barrier for properties requiring additional protection. By placing units in front of an adjacent pond, they created a blockade with minimal fencing to mitigate liability risks and wildlife intrusion. Additional beautification was effected through the addition of a natural wildlife decal on the back wall to blend in with the surroundings.

UNEVEN SURFACES: The lot consisted of a combination of gravel and dirt, with uneven surface areas. However, well-built solid steel units can be placed anywhere without the need for a foundation. The site owner performed basic grading and a skilled installation crew expertly positioned and levelled the units, resulting in a visually appealing and well-aligned layout.

POWERLINES OVERHEAD: Relocatable units were safely placed at a distance from the power lines. Since relocatable units are built on-site, maneuvering them around the property was seamless, without disturbing the lines.

ADJACENT TO A FENCE LINE: Dealing with the fence line presented no challenges. With built-in forklift pockets, relocatable units can be precisely moved to the desired location.

IRREGULAR LOT SHAPE: With relocatable units, it is possible to fit them onto properties with irregular shapes. Moreover, they can be stacked three-high, even when fully loaded, ensuring ample space for storage needs.

WIDE DRIVE PATHS NEEDED: Drive-up storage solutions are also designed for easy navigation and can accommodate various vehicle sizes. When customers require large drive paths between rows of self storage units for accommodating large vehicles, roll-up doors are a great choice. These space-saving doors conveniently retract into the unit.

WET CLIMATE: A storage facility's primary job is to keep customers' belongings safe and dry. Relocatable units have a seamless design and corrugated steel roof, which effectively protects against the elements and prevents water pooling or leakage. Additionally, some manufacturers apply an anti-condensation coating on the ceiling to minimise condensation caused by humidity and temperature fluctuations.

OFFICE SPACE NEEDED: An office is essential for self storage facility operations. Portable containers are fully insulated and equipped for electricity, heating and cooling. Plus, they are customisable with the ability to add multiple doors and windows. With ultra-secure locks, it provides an ideal workspace.

The self storage industry thrives when operators appreciate the uniqueness of each facility and tackle the challenge of creatively optimising every space with revenue-generating units. 🌟

UNLOCKING PROFITABLE SPACE SELF STORAGE SOLUTIONS

CHATBOTS: THE UNSEEN WORKFORCE & WHY YOU NEED IT FOR YOUR SELF STORAGE BUSINESS!



SHALIN SANKAR

Founder
Self Store Consulting

In the self storage industry, one of the many keys to success lies in how effectively we can engage and satisfy our customers. The integration of chatbot technology is not just about keeping up with the latest trends; it's a strategic response to meet the ever-growing customer needs for quick and convenient service.

WHY CHATBOTS ARE BECOMING INDISPENSABLE

1. Uninterrupted Availability:

Chatbots provide around-the-clock service, which not only meets the convenience expectations of modern customers but also significantly reduces response time. This constant availability helps in capturing leads and servicing clients outside of

standard business hours, directly contributing to increased sales and a positive return on investment.

2. Optimising Customer Interactions:

By automating routine interactions, chatbots free up human resources. This optimization of human resources ensures that when a customer needs personal attention, your staff can provide it without being overwhelmed by call or chat volume. Moreover, employees can focus on upselling and addressing complex customer needs, leading to better retention rates and increased turnover.

3. Streamlining Operations:

Efficiency isn't just about cutting costs; it's about maximising output. Chatbots contribute to operational efficiency by handling multiple customer inquiries simultaneously, which would otherwise require a large customer service team.

4. Enhancing Customer Journeys:

From initial inquiry to final transaction, chatbots can offer a seamless path. They serve as guides, assisting customers through various stages of their storage journey with personalized attention that can make all the difference. This helps in increasing conversion rates and enhancing the overall sales efficiency of the business.

5. Building Trust Through Consistency:

A chatbot is only as good as its programming. When equipped with the right information and tone, chatbots provide a consistent experience that builds trust with customers. This consistency is key in establishing a reliable brand image and is critical for sales and customer retention.

THE LEAP TO AI: ELEVATING INTERACTIONS

It's important to note the role AI plays in elevating chatbot interactions from transactional to transformational. AI doesn't replace the chatbot; it enhances it. With AI, chatbots can learn from interactions, improving their responses over time, and offering insights into customer behaviour that can inform business strategy.

This AI-driven evolution of chatbots is not just about responding to customer queries but anticipating needs, personalizing interactions, and participating in the growth of your business by offering strategic insights derived from data analysis.

In the journey of integrating chatbots into your digital strategy, the true potential is unlocked when these systems evolve from simple scripted responders to dynamic AI-driven assistants. 🌟

CHATBOTS: THE UNSEEN WORKFORCE & WHY YOU NEED IT FOR YOUR SELF STORAGE BUSINESS!