

Why Aren't You Using a Call Center?

1. Answers the phone when the manager can't.
 - a. Customers don't get answering machine or catch manager on their cell phone
 - b. Adds level of professionalism
2. Expand the operating hours.
 - a. Start answering before the site opens and answers after it closes
 - b. Captures leads that come in after hours.
 - c. Large number of potential customers looking for information before they go to work and after they get off work
3. Reduce labor hours.
 - a. Can schedule more efficiently
 - b. Allows one person to manage facility more effectively
4. Acts as a lead-generator
 - a. Sends manager names & contact information
 - b. Secures credit card information
 - c. Manager is still the sales closer
5. In place to enhance manager's role in closing leads
 - a. Does not replace manager
 - b. Manager still first option for calls, call center is second
 - c. Allows manager to spend more time with customers at site, focus on person in front of them
6. Gives site a competitive advantage
 - a. Average market has 8 competitors, prospective tenants calling 7 others
 - b. Prospective tenants prefer to speak to live person instead of leaving messages
 - c. Voice mail is not a good, professional option
7. Increases NOI on marketing investment
 - a. If marketing efforts are creating more phone calls, need professional effort answering phone
 - b. Call center not an expense but a valuable asset and enhancement to self storage facility
 - c. Opportunity to boost profits
8. Add another sales person for only 75 cents an hour!
9. Consider value of a rental?
 - a. Marketing costs
 - b. Average length of stay times average rental rate

