

Conversion is Easy

Smart Storage's Winning Transition to SiteLink Software

Customer

Company Smart Storage Ltd

Managing Director Mike Wilson

Location 6 stores throughout the United Kingdom

Profile For more than 10 years, Smart Storage has offered secure and affordable self-storage solutions. Its services include domestic, business and student storage, drive-up units, supplies and secure document shredding. Smart Storage encourages local business owners to network with local companies and expand their own businesses through self-storage.



Challenge

Knowing that management software is the backbone and muscle of any self-storage business, Smart Storage took a long hard look at their current platform and saw something missing. They had big plans for their operation that included expansion, a modern, up-to-date front office mobile workflow and online credit card payment options—just to name a few—and couldn't realize their ambitions with their software.

A change in software was the natural next step. Smart Storage required a well-developed, secure platform with options including built-in credit card payments and automatic, real-time integration with their website for payments, quoting, reservations and even rentals. In short, a software that provided the flexibility needed for growth combined with security and a solid, reliable foundation of features. Up-to-date technology was a must, backed by a forward-thinking team that valued client feedback.

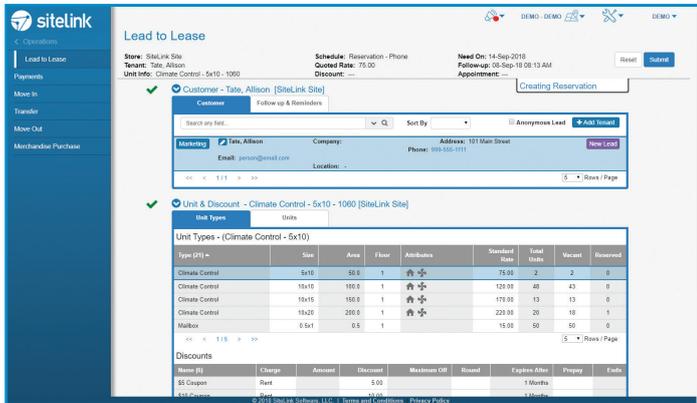
The transition had to be smooth and fast, with minimal interruptions to day-to-day operations. Another consideration was the possibility that software providers from outside the country may not be familiar with certain UK-specific processes such as tax regulations.



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Smart Storage evaluated several software options and quickly recognized that SiteLink delivered all the required features.

“The other software options available just couldn’t compare and didn’t deliver what we needed,” said Mike Wilson, Managing Director of Smart Storage Ltd. “SiteLink came to the table with a cloud-based architecture, credit card payment capability, electronic signature capture and document storage, and web integration.”



SiteLink myHub is browser-based and runs on tablets, smartphones, PCs and Macs.

To ensure a smooth conversion, SiteLink dedicated a technical support specialist and development team member to the task, a typical procedure in all SiteLink conversions. Because there were multiple locations to transition, the conversion team, along with Mike Wilson, decided to begin with just one store before proceeding with the rest.

“We would extract the data from our old program and send it to SiteLink overnight,” said Wilson. “By the time we woke up in the morning, the data was in place and we simply needed to fill in a few areas to be up and rolling.”

SiteLink specialists worked directly with Mike to monitor each step of the first conversion. They carved out time to address and solve any issues that came up, like this one: SiteLink developers needed to write a custom BACS query because of slight differences between BACS in the UK and EFT/ACH in the USA. SiteLink addressed this and other regional financial nuances by making tweaks to the software.

Once the conversion team was confident that Smart Storage was completely satisfied, it was smooth sailing as they rolled out remaining locations.

Results

After the transition to SiteLink, Smart Storage saw an increase in productivity along with improvements in customer service and auditing. Their updated website, complete with API integration, now allows for online quoting and reservations. Over the past 18 months, overall conversion rates have improved from about 24% to 30%.

“Enquiries are dealt with in a more efficient manner using their CRM tools,” said Wilson. “Past due collections have benefited greatly from CRM and integrated text messaging.”

Push rate pricing, a powerful SiteLink revenue management feature, has boosted yields dramatically since April.

Employees at Smart Storage are pleased with the software change, according to Wilson, and they’ve remarked on its “intuitive ease of use.” Built-in CRM tools, electronic signing, scanning and storing of documents all get high marks from the people who use the software every day. Quality software service and a paperless office rank high with front-line, daily users of SiteLink.

Plans are in the works to build several “premium” new stores—all running SiteLink software, of course. The tablet-based front desk workflow is growing quickly as SiteLink myHub, the mobile, browser-based version of SiteLink,

continues to evolve. Smart Storage will launch more SiteLink integrations (call center) and website enhancements (customer portal for payments and administration) in short order.



SiteLink is intuitive and easy to use.

Mike Wilson needed the flexibility and cutting-edge technology in SiteLink to realize his vision for Smart Storage. The process of laying this crucial groundwork was well worth the time and effort.

“It all went very well once it got rolling,” said Wilson. “We had a very smooth transition to Web Edition and myHub and are looking forward to continued success and higher profits.”