Multinational Self-Storage Organization Increases Review Volume by 228X

Background

As a pioneer in the self-storage industry, this multinational storage space vendor opened its first self-storage facility in 1972. Today it operates thousands of unique and diverse company-owned locations in the United States and Europe, totaling more than 142 million net rentable square feet of real estate. Additional self-storage facilities add about 28 million rentable square feet of commercial and industrial space.

Recognizing that longevity and success in the storage industry shouldn't be taken for granted, the organization enlisted the help of an Online Reputation Management (ORM) solution provider to improve their Reputation Score, increase review requesting and responding, and learn how to manage and improve customer experience using insights from online reviews.

Storage Industry

Company

Large multinational storage space vendor with thousands of locations

Customer Since

2016

Goals

- Implement a process for consistently requesting reviews to build review volume

- Empower location managers to monitor and respond to reviews

- Improve overall star ratings and Reputation Score

- Gain insight into customer sentiment across all locations

Challenges

This leading storage space vendor had little to no insight into customer sentiment about their facilities in various locations. With suboptimal (4.0) average ratings and a low overall Reputation Score (77), they knew they needed a systematic approach to requesting and responding to reviews.

The challenge would be empowering managers at each location with the tools, templates and training necessary to implement a consistent process.

STORAGE INDUSTRY QUICK FACTS
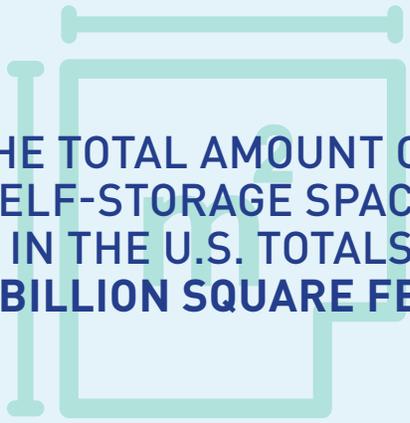
THE TOTAL AMOUNT OF SELF-STORAGE SPACE IN THE U.S. TOTALS 2.3 BILLION SQUARE FEET.

(Statistic Brain)

THERE ARE 48,500 STORAGE UNITS IN THE U.S.

(Huffington Post)

ANNUAL SELF-STORAGE REVENUE IN THE U.S. WAS $36 BILLION IN 2015.

(SSA)

Solution

Reputation.com made it easy for the team at this organization to monitor and respond to reviews for all its storage facilities. The platform monitors reviews across search, maps and hundreds of review sites from a single dashboard, then aggregates the data and sends alerts to the team in real time. Additionally, location managers can leverage approved templates to streamline and standardize review response across locations.

By pulling all data into a single dashboard for analysis and reporting, location managers are armed with the information they need to make data-driven improvements that help to optimize customer experience.

Results

Since implementing Reputation.com, this multinational self-storage company has seen impressive results:

- Review volume skyrocketed from 1,635 to 372,600

- Positive reviews increased by 10%

- Average star rating improved from 4.4 to 4.8

- Reputation Score increase 650 points, from 77 to 727

WHAT IS REPUTATION SCORE?

Reputation score is calculated based on an analysis of every aspect of your company's online presence, from star ratings to review spread and volume to your visibility in search results. Our proprietary scoring formula covers the full spectrum of relevant online reputation factors to give you a comprehensive and thorough picture of the health of your company's online reputation.

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About Reputation.com

Reputation.com delivers the category-leading Online Reputation Management platform for large, multi-location enterprises.

We help companies monitor and improve online ratings and reviews, improve customer experience and drive traffic, visits and revenue.

For more information, visit us at reputation.com or contact us at sales@reputation.com.

Other Useful Resources:
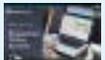
- Online Reviews and Ratings 101: A 5-Step Guide to Improve Your Organization's Online Reputation

- 6 Steps to Great Reviews and Rankings

- ORM in Action, Part 2: Review Requesting

Want to learn more about ORM?

REQUEST A DEMO