



## CUSTOMER IMPACT STORY: COMMUNICATION FOR SELF-STORAGE FACILITIES

### THE PROBLEM

Self-storage facilities are typically manned by only one manager. In addition to staffing the office and greeting customers, they are frequently required to perform additional duties on the property. For security purposes, this requires locking the office.

However, when they are out of the office, they cannot greet a customer - this hurts business. Also, larger, usually multi-story facilities are notorious for poor to non-existent mobile phone coverage. So, calling the manager via a cell phone number often results in a voicemail.

This leaves the manager both out of the office, and at times, unable to make or even receive a cell phone call. This is also bad for employee safety and new business.



### THE SOLUTION

The addition of a Ritron “fixed” location 2-way radio callbox and a Ritron portable 2-way radio will solve the problem.



### CONTACT RITRON

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# THE SOLUTION, CON'T.

The radio callbox is designed to industrial-grade standards, it is weatherproof, and uses the same robust radio technology as other business band 2-way radio equipment. This technology delivers excellent penetration and range even around steel, concrete, and metal structures. A VHF MURS model provides a business only license-free option.

The callbox is typically mounted outside, near the lobby or office in an area accessible to the customer, even when the office or lobby area is locked. The callbox can be powered by alkaline batteries for a simple, wire-free install (an optional external 12V to 110-220VAC power supply allows an Always-On intercom solution).

The facility manager is then equipped with a Ritron portable 2-way radio. This allows instant 2-way communication with the customer at the callbox. We recommend signage be placed next to the callbox to inform the customer on how to use the callbox when the office is locked.

With a simple push of a button, the customer is instantly placed in communication via radio with the on-site manager.

**ROI:** Estimates indicate that the system described above will pay for itself if two additional customer prospects are secured. There are, of course, other inherent benefits to the communication system, i.e., enhanced safety and productivity of the on-site manager and ease of assisting existing rental customers with an on-site issue.



**Did You Know?** According to Curbed, there are more self-storage facilities in the United States than McDonald's restaurants. The self-storage industry encompasses approximately 48,500 stand-alone facilities nationwide. They range in size from 10,000 sq. ft. to 100,000 sq. ft.



## RESELLER RESOURCES

See [www.ritron.com/reseller-resources](http://www.ritron.com/reseller-resources).

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