

Easy storage solutions serves fast-growing customer base with affordable contact center services

Talkdesk CX Cloud™, Talkdesk Studio™, and Talkdesk Workforce Management™ enable unique business model.



Use Case
Service

Industry
Media &
Communications

Integrations
In-house developed customer relationship management software

Key Metric
78% decrease in average time it takes to handle voicemails/callbacks



Challenge

When Easy Storage Solutions launched its contact center as a service, storage unit operators signed on by the hundreds. But its first phone platform was plagued by outages and struggled to support the company's complex call flows.



Solution

The company implemented Talkdesk CX Cloud, leveraging Talkdesk Studio to create over 700 call flows with sophisticated routing logic and automated callbacks. Talkdesk Workforce Management improved Easy Storage Solutions' ability to forecast demand, optimize agent schedules, and plan for growth.



Results

Easy Storage Solutions is now equipped to offer tailored, affordable contact center services, while accommodating its rapid growth and improving service levels: the company reduced the time needed to handle voicemail and callbacks by 78%.

Easy Storage Solutions serves the self-storage industry with a suite of end-to-end business management solutions.

Today, the company's portfolio includes offerings such as tenant protection plans and self-storage consulting, but Easy Storage Solutions' core business is a set of basic services it created shortly after its 2009 debut.

"Initially, we offered a software program to help self-storage operators manage their inventory," explained Christian Thurgood, Chief Communications Officer. Next, Easy Storage Solutions added customized websites to help storage unit tenants do things like check unit availability and pay rental fees.

The third step was a logical evolution. Easy Storage Solutions' customers are smaller operators; their facilities typically house fewer than 3-400 units. "Operators that size can't justify hiring full-time, on-site managers," Christian explained. "It gets too expensive."

So Easy Storage Solutions launched a contact center-as-a-service. "Our customers can have their tenant calls forwarded to us," Christian said. "We'll handle everything from taking payments to renting units, assisting with gate access, and scheduling move-outs."

After adding this contact center service, however, Easy Storage Solutions faced a new issue. It needed contact center technology that was both reliable and flexible enough to support its unique business model.

Hundreds of unique call flows

Easy Storage Solutions' contact center requirements are unique. "Calls can't go into one general number," explained James Thurgood, Director of Communications. "We have to identify which facility tenants are calling."

Each of Easy Storage Solutions' customers also requires its own, customized call flow. For example, some operators want calls to ring to their cell phones, first, and only route to Easy Storage Solutions if they don't pick up.

As a result, Easy Storage Solutions was supporting hundreds of separate call flows. That was too much for the company's original phone system. "It got too convoluted," said Christian.

Even worse, the company's old phone system was also troubled by frequent outages. "Our phones would go down, and we'd end up with a thousand voicemail messages," Christian said. "The bigger we got, the more unacceptable that became."

The outages hurt the company's revenues. "Customers were usually understanding the first time our phones went down," Christian said. "But it kept happening, and eventually some of them had enough and dropped us. We needed to find something more dependable."

Easy Storage Solutions also knew it needed better tools for managing agents and agent scheduling.



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– CHRISTIAN THURGOOD, CHIEF COMMUNICATIONS OFFICER, [EASY STORAGE SOLUTIONS](#)

Eliminated outages, automated callbacks, and improved visibility

Easy Storage Solutions' search for a new contact center solution took about a year. "Even huge enterprise phone providers couldn't do what we needed," Christian said. "Then Talkdesk put together a package that made sense, and at that point our decision was a no-brainer."

Implementing the Talkdesk CX Cloud solution took around three months, including building call flows with Talkdesk Studio, porting over phone numbers, and integrating the

platform with Easy Storage Solutions' homegrown customer relationship management system. The stability of the Talkdesk platform eliminated the company's issues with downtime.

Before, the company's agents reviewed voicemails and returned calls manually, which was time consuming. Leveraging Talkdesk to automate callbacks reduced the average time it took agents to return calls by 78%.

Automated forecasting, scheduling align staffing levels to call volumes

The number of calls coming into Easy Storage Solutions' contact center spikes on certain days, such as the first of the month—the day rental fees for many storage unit facilities come due—and again right before late fees are assessed.

Today, Talkdesk Workforce Management automates the company's call forecasting, helping it project this ebb and flow in call volumes. "We have a better view into how many calls we're likely to get on given days," said James. "The forecasts have been very accurate and the longer we use the software, the better they get."

In addition, Talkdesk Workforce Management automates the company's agent scheduling. "We're not scheduling manually anymore," James said. "It saves so much time."

Because the Talkdesk solution helps match staffing levels to projected calls volumes, the company reduces exposure to two risks: the risk of under-staffing, which could impact its service levels, and the risk of over-staffing, which would add unnecessary labor costs.

Updating the solution as agents join or leave the company is simple to do, and handling vacation requests is also easier. Agents can request time off and shift swaps themselves using a conversational chatbot.

Team leads then use the solution to review requests and schedules automatically reflect any approved changes, ensuring the company's contact center is always properly resourced.

Enabling a key business offering: affordable contact center services

Easy Storage Solutions is gaining new software customers at the rate of about 115 storage facilities per month, and about 35 new Call Center clients per month. Its 50 agents currently handle around 40,000 calls each month via approximately 700 unique call flows. Thanks to its Talkdesk platform, the company can accommodate both its unique contact center model and its growth.

Talkdesk has also improved visibility into Easy Storage Solutions' contact center operations. "The live dashboard and reporting in Talkdesk are awesome," James said. Easy Storage Solutions can more quickly ascertain agent status, and the data inspires agents to increase their productivity. Over time, this will help drive further improvements in service levels.

When the COVID-19 pandemic required Easy Storage Solutions to shift to remote work, the Talkdesk solution helped ensure the transition went smoothly, without disruption to the company's customers.

Most importantly, the Talkdesk platform enables Easy Storage Solutions to meet a core business objective: to offer high-quality contact center services to storage unit operators at an affordable price.

"Most vendors just want you to buy their simple phone system," Christian concluded. "Talkdesk is different. It understands our business and what we have to do to grow—and we really appreciate that."

About Talkdesk

Talkdesk® is a global customer experience leader for customer-obsessed companies. Our contact center solution provides a better way for businesses and customers to engage with one another. Our speed of innovation and global footprint reflect our commitment to ensure businesses everywhere can deliver better customer experiences through any channel, resulting in higher customer satisfaction, cost savings and profitability.

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