

Case Study:

Security Storage

Olive Branch, MS



Secure Storage is a storage facility in Olive Branch, MS managed by Absolute Storage Management (ASM), Inc., a leading provider of third-party management services in the US. With more than 20 years of self-storage management, ASM has 90 plus properties across 13 states. Recently, Secure Storage has experimented with Zipwhip's landline texting solution as a means to communicate with tenants and promote customer reviews.

Challenges

Connecting with customers was especially important to Secure Storage when it came to confirming monthly reservations and pursuing collections on delinquent accounts.

They had been using a text/chat solution which did not allow them to communicate with customers from their *existing* business phone number. The previous solution assigned a random number that customers didn't recognize.

"I think when a customer sees a familiar number they are more likely to open the text than when receiving one from a random out of state number," Secure Storage general manager, Krystina Baldwin, said.

**25 Decreased delinquencies
in a 2 month period**

Results

The Olive Branch location has decreased delinquent tenants by 25 in the first two months of using Zipwhip and confirmed 20 reservations.

Baldwin spoke of additional uses they have found for Zipwhip's texting features including customer reviews which have increased by 30 in the same period.

"Not only do we use it to text delinquent customers, but we use keywords which has helped in getting reviews."

The Zipwhip's Keyword feature sends an automated reply when a customer texts a specific word to the business landline number.

Secure Storage's Olive Branch location has been so successful with Zipwhip that the service has also been implemented at their sister facility in Horn Lake, MS and there are plans to expand to other ASM facilities.



Zipwhip lets businesses add texting to their existing landline, VoIP, and toll free numbers so customers can choose to text or call. Our software makes it easy to handle text message conversations at scale.

Zipwhip for Service
Text or Call
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