

Introducing: CallPotential Unlocked!

Hi (name),

Welcome to the first edition of CallPotential Unlocked, our monthly newsletter dedicated to empowering you with the latest insights and innovations in the self-storage industry. I'm Phil Murphy, President & Founder of CallPotential, and I'm thrilled to have you on board! In this edition, we'll focus on innovation and collaboration, two key drivers of success in our industry. Get ready to dive in and unlock your operational potential!

Feature Spotlight: AI Smart Route

This month, we spotlight a cutting-edge solution that will take your call center operations to the next level. With AI Smart Route, you can optimize call center workflows, boost agent productivity, and enhance customer experiences. This feature is perfect for operations of any size and shape. By customizing triggers based on caller information, call type, or specific business rules, you can ensure that all calls are directed to the most suitable agents or departments.

Discover the benefits of AI-enabled Smart Routing:

Customizable Triggers: Tailor Smart Route to match your business' unique operational needs with customizable triggers based on caller information, call type, or specific business rules. It's all about flexibility and precision.

Automated Call Routing: Watch as Smart Route analyzes every incoming call and effortlessly steers them to the most suitable agents or departments, ensuring seamless handling and lightning-fast issue resolution.

Pay-By-Phone Automation: With Smart Route, delinquent tenants are automatically directed to convenient pay-by-phone options—eliminating manual handling by store teams and streamlining operations.

In-House Call Center Capabilities: Our platform allows you to create an in-house call center using your existing employees without breaking the bank. Take full control of your operations, eliminate third-party dependencies, and experience unrivaled efficiency—no infrastructure changes or additional hardware required.

Call Routing Map: Take the reins of call distribution with the call routing map. Define and fine-tune routing rules to ensure that calls are skillfully directed to the right individuals or departments.

Unleash the power of Smart Routing and revolutionize your call center operations with CallPotential today. [Learn more about Smart Routing and its remarkable capabilities here.](#)

Customer Success Spotlight: Absolute Storage Management

This month, we're delighted to showcase Absolute Storage Management's incredible success story, fueled by CallPotential's call center technology. In our latest blog post, Grace Totty, VP of Marketing at Absolute, shares her firsthand experience, highlighting their state-of-the-art sales center and the strategic decision to internalize call operations. Discover how Absolute Storage Management achieved significant operational improvements through their partnership with CallPotential. [Read the inspiring blog post here.](#)

Upcoming Events: The 18th Annual Self Storage Owners Summit

18th Annual Self Storage Owners Summit 2023:

- Join us on July 13th, 2023, in sunny Newport Beach, CA, for an unforgettable day of insightful panel discussions, industry trends, and valuable networking opportunities.
- This event is a must-attend for self-storage professionals to gain insights and connect with industry leaders.
- Learn more [here](#),

PA Self Storage Association Networking Event:

- Connect with industry peers on August 10th, 2023, at this highly anticipated networking event hosted by the PA Self Storage Association.
- Expand your professional network, exchange valuable insights, and forge new business relationships.
- Learn more [here](#).

SSA 2023 Fall Conference & Trade Show:

- Save the date for the largest and most exciting event for self-storage professionals, from September 5th to 8th, 2023, at the prestigious MGM Grand in Las Vegas, Nevada.
- Immerse yourself in educational sessions covering industry trends, network with like-minded professionals, and discover a wide range of innovative products and services.
- Find out more [here](#).

CallPotential Recognized with 2023 ISS Best of Business Award

Who won the 2023 ISS BoB award? You did! We're thrilled to announce that CallPotential has been recognized by the ISS with the 2023 ISS Best of Business Award for Call Center Technology. This prestigious accolade is a testament to our commitment to excellence and outstanding customer service. Read the press release [here](#) to learn more about this remarkable recognition.

Kudos Corner: Inspire Us with Your CallPotential Success

We would love to hear about how CallPotential has made an impact on your self-storage journey. Share your success stories in our Kudos Corner, where we celebrate and recognize the positive outcomes achieved through our comprehensive suite of products and features. Whether you've experienced significant business growth through the utilization of our software or have witnessed exceptional efforts by individuals using CallPotential, your stories genuinely inspire us! Don't hesitate—share your impact story with us today!

Stay tuned for next month's edition of CallPotential Unlocked, where we'll continue exploring innovative ways to streamline your self-storage operations with our award-winning software.

Thank you for being part of the CallPotential community. Together, we're unlocking the full potential of self-storage!

Best regards,

Phil Murphy
President & Founder, CallPotential