

Copper Storage Management (CSM) stands as a beacon of rapid and innovative expansion within the self-storage industry, primarily driven by the insight of Bob Copper and his son, Brett. Instead of following the trodden path of competitors focusing on over-saturating urban hubs, they forged their own path, focusing on remote locations craving specialized property management.

So how did they do it?

- **Strategic Vision:** Bob and Brett's unique approach opened up new possibilities by addressing the unmet needs in remote locations, earning them a distinctive place in the industry.

- **Simplicity and Cost-Effectiveness:** Emphasizing streamlined operations, they astoundingly expanded from one to over two hundred facilities in just two years, launching 25 stores each month.

Strategic Partnership with CallPotential

The journey to ascendancy necessitated a reliable partner for sustainable growth, which CSM found in CallPotential. This union allowed the implementation of next-gen adjustments to their self-storage business approach. CallPotential's role was pivotal, empowering CSM with the means to redefine their approach to unit rentals, thus positioning them as industry front-runners.

- **Operational Excellence:** "We have to find an infrastructure where we can have remote managers, pay them well, and they can run multiple facilities for us in remote form – and of course, we use CallPotential to make that work," CSM noted.

- **Transformative Adjustments:** This integration was a catalyst for developing a cost-efficient call center, emphasizing swift solutions.

Efficiency and Customer Experience

Bob Copper quickly recognized CallPotential as the only service aligning with his nuanced needs among the many available call center services. "We could not function without our in-house call center...they only take inbound calls...someone still has to handle the overlook process," he emphasizes. The ability of CSM to manage all their facilities using CallPotential's unified system emphasizes the simplicity and effectiveness they bring to customer experiences.

- **Platform Integration:** "With [CallPotential's] platform, we're empowered to rent units directly through the platform," reveals a satisfied CSM.

- **Consolidation:** CSM acknowledged the ease of consolidating tasks, emphasizing the substantial time and resource efficiency gained, especially illustrated by the \$300,000 revenue intake through text systems alone in one month.

Optimizing Resources & Enhancing Customer Experience

"The majority of our operations revolve around renting units and managing collections," states Brett Copper. He highlights the pivotal role of CallPotential in facilitating quick and efficient rentals over the phone, which is significantly more customer-friendly than conventional kiosk

systems. "Why spend 20 grand on a kiosk...especially when you can just have a QR code that links directly to your online property rental page," Brett questions, emphasizing the focus on leveraging efficient systems and insightful business strategies to optimize resources and enhance customer experience.

Strategic Metrics & Oversight

The collaboration delves deeper than just rentals—it's a strategic alliance to monitor crucial call center metrics. "Nationally, the average conversion rate is 24%, and we've been able to get that up to 50.8%," says a CSM representative, highlighting the robust tracking mechanisms and managerial oversight enabled by CallPotential's advanced tools. This integration ensures immediate insight, facilitating real-time refinements and enhancements in conversion strategies.

Innovation in Unattended Operations

Copper Storage Management is relentlessly innovating remote call center operations in the self-storage industry. "It's huge being able to differentiate [between new leads and existing customers]... That's why we have such a good rental rate and conversion rate," shares Brett Copper, foreseeing the extension of remote, call-center-only services. "CallPotential is an integral part of that new service," he adds, illuminating the prospective horizons of offering these services to thousands of stores.

Copper Storage Management's trajectory is a testament to visionary leadership, innovation, and the power of strategic partnerships. Their alliance with CallPotential is reshaping the industry, offering a masterclass for self-storage owners, operators, and professionals everywhere. Join us in celebrating their journey, redefining the future of unattended operations.