



How Self Storage Facilities are Enhancing Efficiency and Customer Service with LiveSwitch

Platinum Storage, with locations across the United States, has leveraged LiveSwitch's instant video platform to enhance customer service and improve efficiency—all while keeping costs low. LiveSwitch is helping the self-storage industry lead the way in customer engagement and operational efficiency.

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The Challenge

With reduced staffing and increasing operational costs, Platinum Storage needed a way to maintain high customer service without increasing labor. In addition, the company sought to provide more flexible, remote customer interactions while ensuring security and efficiency.



"As we were dealing with reduced staff at our properties, we were trying to figure out how to assist customers remotely. We wanted to offer virtual assistance in a way that was simple for both our team and customers, without the need for complicated setups or security risks."

Daniel Morgan — Platinum Storage

The Solution

LiveSwitch is a browser-based video platform that enables instant video communication between staff and customers. Platinum Storage's ability to conduct live video calls and allow recorded video submissions has been a game-changer for the company. Platinum Storage has experienced a significant improvement in customer service and operational efficiency.

- ✓ **Live Video Calls:** Staff can conduct instant video calls with customers, guiding them through storage unit tours, answering questions and providing customer support—all without needing to download any apps.
- ✓ **Request a Video Recording:** For customers who are unavailable for live calls, Platinum Storage uses LiveSwitch to receive recorded video messages. This allows staff to review the video and respond promptly and efficiently.
- ✓ **Self-Service Options for Move-Outs:** Platinum Storage uses LiveSwitch's self-service QR codes and web forms for move-outs. Customers scan a QR code, fill out a short form and submit a video confirming they vacated the unit. This allows Platinum Storage to promptly close accounts and avoid improper refunds, facilitating efficient processing even after hours.

Results and Impact



Cost Savings

Eliminating in-person visits for consultations and move-out processing has saved Platinum Storage on fuel and labor costs. Daniel noted, "**It helped us save money** on labor without negatively affecting the property owners."



Time Savings

By leveraging the LiveSwitch instant video platform, Platinum Storage has significantly reduced the need for in-person visits and has saved valuable time. Daniel shared, "**LiveSwitch has helped us reduce refunds** a lot. If someone moves out at 9 p.m. and closes their account, we receive the notification and can close the account right away without issuing a refund the next day."

"We chose LiveSwitch because of the flexibility it provides. It allows us to connect with customers face-to-face without the need for them to be on-site or us traveling to the property. It's a win-win for both our staff and our customers."

Daniel Morgan | Platinum Storage



Customer Satisfaction

LiveSwitch has significantly improved the customer experience by offering an easy and flexible way to interact with Platinum Storage. Customers appreciate the simplicity of connecting through a live video call or submitting a recorded video—without having to worry about downloading apps or technical barriers. Daniel explains, "**It's simple and efficient** and we've gotten great feedback about how **professional and effortless the process is.**"



Increased Efficiency

With fewer in-person visits, Platinum Storage has increased its overall efficiency, enabling staff to handle more requests without additional overhead. This has helped them scale operations while maintaining a high level of customer service.