

# KIOSK SUCCESS GUIDE





## INTRODUCTION

INSOMNIAC™ Kiosks have been an integral part of self storage marketing and operational strategies for the last 16 years. From manned to unmanned, rural to urban and every facility in between, operators have seen success from implementing a kiosk. When implemented properly, kiosks act as an extension of your office to offer proven value in the way of **increased revenue, reduced costs, increased customer satisfaction** and **risk reduction**. This guide will cover some best practices that we've compiled over the years.

### Topics covered include:

- Placement: Location, Lighting & Environment
- Signage
- Promoting Your Kiosk: Marketing Examples
- Create Kiosk Champions: Engaging Your Management Team

# 1

# PLACEMENT: LOCATION, LIGHTING & ENVIRONMENT

## PLACEMENT: LOCATION, LIGHTING & ENVIRONMENT

### LOCATION

Our most successful operators have a dedicated and distinct location for their kiosk. The location of your INSOMNIAC Kiosk will make a huge difference to its success. Place your kiosk in a prime location, typically next to the office front door or in an enclosure outside the front gate. The kiosk should be visible to incoming tenants and have adequate protection from the elements for your tenants' comfort and convenience.

### LIGHTING

You also want the area around the kiosk to have good lighting at night for tenant security and peace of mind. Leaving the office lights on after office hours will also attract prospective tenants driving by and let them know that the rental office is OPEN for business. Leaving the office lights on will also give a safe and comforting feeling for prospective and existing tenants.

### ENVIRONMENT

Plan to operate 24/7? Purchase a neon "OPEN" sign and never turn it off. Unlike your competitors, your storage facility welcomes tenants no matter the day or time.



- Have a designated, distinct, visible location for your kiosk
- Ensure your tenants are protected from the elements
- Provide ample lighting to keep kiosk visible and tenants safe & secure





PLACE YOUR KIOSK WHERE IT CAN BE ACCESSED 24/7, EVEN WHEN YOUR FACILITY GATE IS CLOSED. BUILD A VESTIBULE OR USE A SMALL SHED.

# LOCATION, LIGHTING & ENVIRONMENT

PROMINENT PLACEMENT, SHELTERED FROM ELEMENTS, WELL-LIT





# 2

## SIGNAGE

### SIGNAGE

The kiosk should be clearly identified with signage.

- >> You may want to have an awning above the kiosk with “24 Hour Rental Center” or “Rent & Pay Here.” This will help tenants easily identify the availability of a self-service kiosk.
- >> You will need to have a sign to place next to or above the kiosk that details what the kiosk functions are and directions for use.
- >> Many storage facilities include a disclaimer that the kiosk does not give change.
- >> You want everyone that enters your property to see the kiosk and know immediately that they can make payments and rent units.



#### Additional Tips:

- ✓ **Double-duty:** An awning can act as both directional signage and protection from the elements
- ✓ Use signage to detail what transactions customers can complete at the kiosk





## KIOSK SIGNAGE EXAMPLES

MAKE YOUR SIGNAGE VISIBLE FROM THE ROAD TO CAPTURE NEW TENANTS, AND ENSURE CUSTOMERS KNOW SELF-SERVICE IS AN OPTION.



"On any given building, 50% of our signage budget is spent on our double-sided, lit sign promoting the kiosk. Self storage is a very local-based business - people are going to rent from the facility closest to them. The best promotion is road-based signage." -Nick Lillios, Partner, 24 Hour Self Storage



# 3

## PROMOTING YOUR KIOSK

### PROMOTING YOUR KIOSK: MARKETING EXAMPLES

The INSOMNIAC Kiosk can be an incredible marketing tool and rental assistant for your facility. The kiosk is an amenity to the facility and the tenants need to be aware of the convenience and benefits. Just as “climate controlled units” is a selling point for the facility, so too is the added convenience of your kiosk. If you offer 24 hour access, marketing the ability to rent a unit and move-in immediately, ability to give temporary 24 hour access codes, make payments 24 hours a day using cash, check or credit card, ability to update tenant information without the manager’s assistance and more, sets your self storage facility apart from your competitors. Here are some ways to promote your kiosk:

#### WEBSITE PROMOTION

Prospective tenants are looking to the Internet to find self storage. Promoting the conveniences of your INSOMNIAC self-service kiosk can set your property apart from other competition as web users are typically technologically savvy and many prefer self-service. Adding a photograph of your kiosk to your web page along with language promoting ‘self-service kiosk’ and ‘extended office hours’ is a great way to distinguish your storage facility as providing the ultimate in convenience.



- List 24hr self-service available in your Google My Business description
- Need a high resolution photo? Contact your OpenTech Customer Success Manager!

#### EMAIL PROMOTION

Send your tenants a promotional email immediately after the installation and activation of your kiosk. Promote the convenience and functionality that the tenant will get from using the kiosk, such as the ability to make rental payments at any time.

PROSPECTIVE CUSTOMERS

Incorporate the promotion of the kiosk into the property tour and new rental process by showcasing a demonstration of the kiosk where they can rent a unit, purchase locks, make a payment and more.

SOCIAL MEDIA

Similar to your website, promote your self-service kiosk on your social media channels (Facebook, Twitter, etc.). List "24 hour self-service kiosk" in the More Info sections, and consider building this messaging into auto-response features offered by sites like Facebook. Provide prospective customers with options to rent even when you're unreachable.

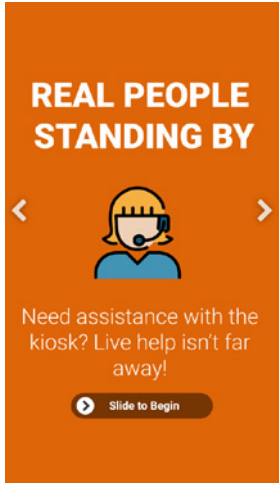
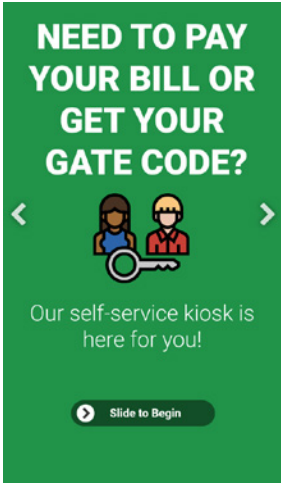
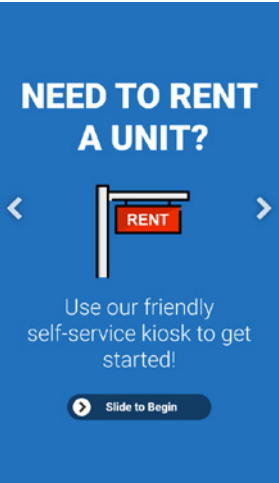


Facebook Auto-Response Example:

"Thanks for messaging us! We're away from the desk right now, but will get back to you ASAP. Want to rent a unit? Call 800-555-4321 or visit our 24/7 self-service kiosk anytime to complete your move-in and gain access to a unit today."

CUSTOMIZE YOUR SCREEN SAVER

Each 20 Series INSOMNIAC Kiosk can be programmed with customizable screen savers. Use these screens to prompt customers to complete transactions on the kiosk, share special services offered at your property, and publicize special pricing or promotions. \*Sample screen savers shown below.



VOICEMAIL MESSAGES

The facility Voicemail is another great way of informing your existing and potential tenants of the amenity you have installed and provided for their convenience. If the manager misses a call, your voicemail can provide potential customers with the knowledge that they can come in at any time and use the kiosk to rent a space. Existing tenants will appreciate learning that they can stop by at any time to make their payments avoiding unnecessary late fees.



Voicemail Example #1:

"Thank you for calling ABC Self Storage. My name is Megan, your 24 hour storage Assistant. We offer 24 hour rentals with access, lock sales, and payment processing for your convenience. Receive a \$15.00 discount off of your second month's rent when you rent using our 24 hour self-service kiosk. ABC Self Storage has state of the art security and monitoring for your safety. Manager assistance is available Monday through Friday from 9:30am to 5:00pm and Saturday and Sunday from 11:00am to 2:00pm. We are located at 123 Main Street in Phoenix, Arizona 85001. Thank you for calling ABC Self Storage. We look forward to serving all your storage needs."



Voicemail Example #2:

"Hi, we're open! Thank you for calling ABC Self Storage. Our facility features a self-service kiosk where you can rent a unit and access your new rental unit immediately or make payments 24 hours a day. Office Hours are from 9:00am to 5:00pm. ABC Self Storage is located at 123 Main Street in Phoenix, Arizona 85001. We look forward to seeing you soon and helping you with all your storage needs."





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# CREATE KIOSK CHAMPIONS

## CREATE KIOSK CHAMPIONS: ENGAGING YOUR MANAGEMENT TEAM

The value your business gets from implementing a kiosk is directly related to how your property managers embrace the new amenity. If the managers have faith in the kiosk they are more likely to become stewards. Initially, some managers may feel that the kiosk has been purchased to replace them. Managers need to be reassured that the kiosk is not their replacement but their assistant. With a kiosk in place managers become more effective and/or you can repurpose the labor hours to most effectively serve your customers and the organization.

Staff should promote the kiosk to new and existing tenants. The manager can incorporate the promotion of the kiosk into the new rental process and making a demonstration of the kiosk part of their new tenant welcome tour. If an existing tenant comes in the rental office and the manager is busy with a new rental, the manager can politely refer the waiting tenant to the kiosk.

Promoting the use of your self-service kiosk for routine tasks, like making monthly payments, will allow more time for the manager to concentrate on more profitable tasks like marketing the facility, making sure the property is in the best possible condition and allowing the manager to help prospective tenants when they come into the facility seeking storage. The tenant's ability to make rental payments at any time means a lower delinquency rate. A lower delinquency rate means fewer collection calls for the manager!



### Important Benefits:

- ✓ Kiosks help lower delinquency by offering tenants an easy, approachable self-service payment option
- ✓ Kiosks free up manager time for other onsite tasks



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