

CASE STUDY

10 FEDERAL SELF-STORAGE & SELF-SERVICE KIOSKS



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THE CHALLENGE

[10 Federal Storage](#) is a fully automated [self-storage](#) facility in Graham, North Carolina that recently announced that it completed the lease on its first full-automated self-storage facility. They are opening the facility with the use of [Janus International SecurGuard Electronic Lock](#), [Advanced Kiosks Self-Service Kiosk](#) technology, [PTI Security System](#) access control solutions, and [StorEdge's](#) FMS Management software system.



They had been in this multi-family business since 2010 and were looking for a way to combine the power of self-service technology with the self-storage industry. One of their primary principles is to “embrace technology”. Brad Minsley, co-founder of 10 Federal, is a pioneer behind this innovative method of self-storage.

“10 Federal started the platform here about two years ago. When we did it, we kind of did it with a blank canvas. When we were looking at self-service storage, we were scratching our heads about the manager function. We have a very robust property management system on our apartments that leans very heavily on technology. When I say that, I mean a lot of our interactions that used to be handled on a person-to-person basis are now electronic. Everything from submitting work orders, to reserving and leasing a unit, to making your payment is all automated”.

WORKING TOGETHER: BRAD MINSLEY & ADVANCED KIOSKS

Brad Minsley worked with Advanced Kiosks to design a fully-automated self-service solution to provide customers with the tools they needed to store their property. The [freestanding kiosk](#) was their best choice because it provided a mobile, lightweight, and easy to use option for customers that could be fully customized with add-on hardware options.

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“It has the [keyboard](#), the [receipt printer](#), the [credit card scanner](#), and [VOIP phone support](#)” said Minsley. They also employ [Zamok kiosk management software](#), leveraging the software’s high end security to lock down the kiosk. “We use Zamok to host the website on the interface. It locks down the kiosk to that url”. This solution provides the necessary information to the customer while restricting unwanted web browsing on the kiosk. Minsley, with the use of self-service technology, started to buy properties and transform them. “One of our facilities that we had acquired was a traditional staffed facility and we owned it for about a year before we made it unmanned. The first year we had a property manager and the most units the property ever leased in a single month during a 12 month period was 35 units. The very first month we went unmanned, the facility leased 48 units”.



KIOSKS & THE SELF-STORAGE BUSINESS

The kiosk’s job is to be a sort of assistant to the customer. In order to rent a unit, all they have to do is check availability, reserve the unit, make the correct payment, and then they received the location and code of their new unit. For any immediate assistance, the customer uses the kiosk’s phone to call customer support and get help from a person. This way, the customer also gets to choose self-service or service from a customer service representative. Self-service technology empowers the customer, giving them the choice and ability to serve themselves the right way.

Since 10 Federal began producing these unmanned facilities, they have noticed that what’s most important to customers is the convenience. “You know what we find is that our customer reviews start to make sense. For example, they say, ‘Thank god for your facility! We were late, we ran into traffic, and couldn’t get into the facility we reserved. You guys were the only facility that could lease a unit to us at 1 in the morning’.” Using self-service technology has made self-storage a 24 hour service at 10 Federal, giving them the ‘leg up’ against the competition.



SELF-SERVICE & CUSTOMER SATISFACTION

Customer satisfaction increases when steps are made to provide the most time-efficient service possible to its clients. It shows that you value their time: a good business model to build off of. Minsley saw the value in the customer's relationship with technology as a means to serve themselves. "I think that customers are getting extremely acclimated to doing their day to day interactions with technology rather than human contact".

Already, self-service technology has taken a monumental role in our everyday tasks. We use self-service ATM's, checkouts, and gas stations everyday without realizing that that is what self-service technology is. Minsley had some thought on why he thinks self-service technology is taking off as quickly as it is. "I think people are going that route because it just seems more efficient. I haven't seen any drawbacks from any segment of our customer base from going unmanned. A lot of people find that it provides a better level of service because if somebody wants their account statement, price per unit, or if someone just needs to move into a unit in the middle of the night, that is now available to them".



THE FUTURE

Thinking about the future, self-service technology can positively impact many industries. [Healthcare](#), [Human Resources](#), [Government](#), [Education](#), [Hospitality](#), and many others. In Sparefoot's self-storage article, "[10 Federal forges ahead with unmanned facilities](#)", a future in automation is discussed..

"As self-storage automation technology improves, more owner/operators will consider automation, Bagley said, which could result more construction of small facilities in tertiary markets where labor costs previously would have made such projects unprofitable. Minsley said 10 Federal believes fully automated, unmanned facilities make good sense for the customer and the owner/operator.

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10 Federal has benefited greatly off of self-service technology by providing their clients the ability to serve themselves. It is cost-efficient, time efficient, and ecofriendly. Kiosks have improved customer satisfaction while keeping costs low, which is something every business can profit from.



Are you interested in adding self-service technology to your business or organization? Advanced Kiosks is an industry leading self-service solution provider with over 20 years of experience and expertise across industries.

To begin your self-service journey, [visit our website](#), call (603) 865-1000 or [email us](#) today.