



## Lok'n'Store experience the benefits of Answer4u

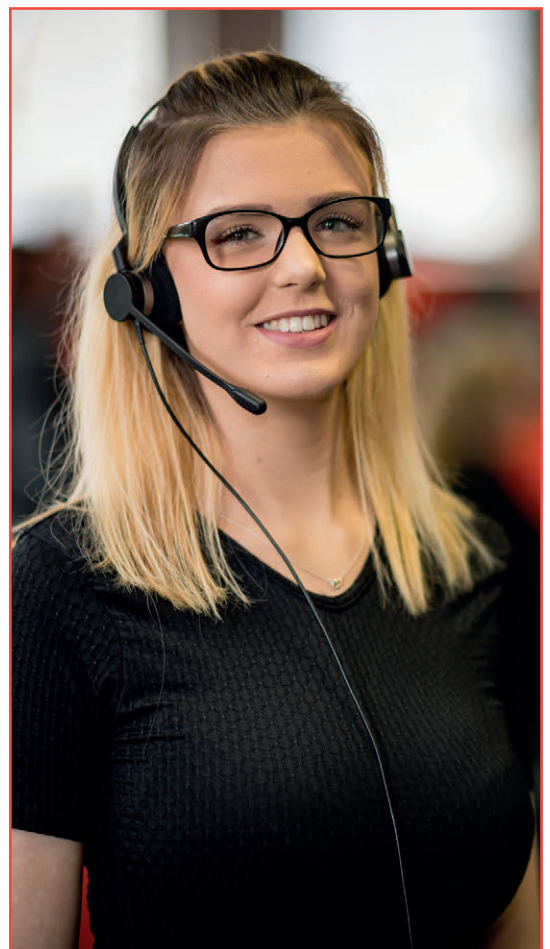
### Bespoke answering service helps realise efficiency savings and improve customer service

A self-storage solutions provider in the south of England has improved customer service levels, made tangible efficiency savings and enabled point-of-contact payments by taking advantage of a bespoke offering from Answer4u, the UK's leading telephone answering service.

As well as being customised to meet Lok'nStore's specific demands and maintain the impeccable customer service levels that its customers expect, the implemented solution from Answer-4u also enables the Lok'nStore team to make changes to scripts quickly and efficiently without the need for external involvement. This added feature ensures that individual scripts for the company's 27 stores always reflect new pricing information and other location-specific details.

While Lok'nStore has been impressed with the entire service provided by Answer4u, its previous experiences with telephone answering services left a lot to be desired. Established in 1995, the company had trialled several different call handling services before finding Answer4u, with none living up to its expectations.

In 2009, Answer4u was recommended to Lok'nStore and the self-storage solutions provider tentatively got in touch. Fast-forward a decade and not only is the relationship between the two companies as strong as ever, but the solution being provided has evolved significantly.



### Focusing on customer service

Lok'nStore prides itself on its exceptionally high customer service standards and offers all its customers facilities such as free use of trolleys, forklift trucks (with qualified operators) and insurance as standard. Its flexible storage solutions are affordable and highly secure and its staff is trained and encouraged to consistently go above and beyond to deliver a great service – setting Lok'nStore apart from the competition.

Maintaining – and ideally enhancing – the company's customer satisfaction levels was the driving factor behind Lok'nStore's decision to outsource its telephone answering service, and Answer4u immediately saw that the key to success would be to deliver a solution that met Lok'nStore's particular customer service standards.

When Lok'nStore first contacted Answer4u, it was looking for a simple message-taking service. After initial consultations, Answer4u drew up a customised roadmap, assigned a dedicated account manager and began providing a message-taking service for a single Lok'nStore location.

Within just one month, the benefits were apparent and Lok'nStore took the decision to roll the service out to its entire network of branches.



### Delivering a tailored solution

In order to provide Lok'nStore's 7,000-strong clients with the perfect resolution for their specific call, Answer-4u designed a scripted solution to capture the information that its operatives would need. Call routes were implemented for people wanting more information on pricing, storage sizes, opening times, accessory pricing and any other information relevant to each individual store.

To ensure that every call was handled perfectly, Answer4u call handlers working on the account were given one-to-one and group training. They also underwent roleplay testing to guarantee that each of them was 100 per cent ready to advise and support Lok'nStore's customers with total confidence and professionalism.

Less than a year after the relationship began, the self-storage solutions provider decided to expand its call handling service to include out of hours queries as well – a decision that would enable Lok'nStore's customers to make telephone enquiries and storage reservations or request quotations outside normal business hours.

To maximise sales conversions at the point of enquiry, Answer4u set up a secure payment solution to enable payment details to be taken over the phone. As a result, any caller who wishes to make a reservation can do so at the first point of contact, without having to be called back or referred to another party. The relevant payment details are then forwarded to Lok'nStore's internal systems via an encrypted file.





## Delivering a tailored solution (Continued)

Working across 27 stores, each with slightly different pricing and specific circumstances, Lok'nStore also wanted to be able to make regular updates to the telephone scripts for individual stores. In response, Answer4u's internal development team put forward a bespoke software solution that allows Lok'nStore to make changes easily and efficiently in-house. The changes automatically generate new scripting information for the Answer4u operatives, saving time and hassle for everyone involved.

**“Having used (and been disappointed with) other call handling companies in the past, we approached Answer4u,” said Neil Newman, Lok'nStore's sales manager. “We have been really pleased with the way our account manager has shown an interest in our business and is constantly looking for ways to improve their service to us without us having to ask.**

**“We are very happy with the service provided by Answer4u and would have no hesitation in recommending them to other businesses.”**

