



10FEDERAL SELF-STORAGE  
& SELF-SERVICE KIOSKS

# CASE STUDY

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## OUR MISSION

*To help people and businesses bring their services to those who need them through the art of engineering, quality craftsmanship, and the innovative nature of self-service technology.*



### A word from Advanced Kiosks President **Howard Horn II**

It has been over 15 years since we began our journey in the self-service industry, and even now there are still plenty of things that can surprise us as this field continues to grow. That being said, it would be easy to understand how someone new can have a hard time making sense of it all. Between the varying terminology, hardware, software, and differing degrees of support, anybody who is just hunting for a solution can become rather disoriented in the mix of it all.

So, in response to the ever increasingly dynamic environment of customer interactive devices and service, myself and the Advanced Kiosks team have decided to put our decade and a half of experience to good use beyond our typical operations to help readers such as yourself, to better understand what is going on out there. To help break down and consolidate the information you need to know to find out if self-service is right for you and your organization, how it works, what its value is, and what it takes to keep it running the way it should.

It is in hopes that through materials such as this document that we can educate (and on occasion maybe entertain) potential self-service buyers on the correct terminology and services in which to better find what they need.

Thank you for your interest, and please feel free to enjoy our available resources as you'd like. We look forward to helping you and your business succeed, and hearing back from our customers!

Best Wishes,

**H.H.**



# CONTENTS

10FEDERAL: SELF-STORAGE BUSINESS	6
WORKING TOGETHER: BRAD MINSLEY & ADVANCED KIOSKS	7
KIOSKS & THE SELF-STORAGE BUSINESS	8
SELF-SERVICE & CUSTOMER SATISFACTION	8
THE FUTURE	9

# 10FEDERAL SELF-STORAGE & SELF-SERVICE KIOSKS

Written by Kelsie M. Collins

## 10FEDERAL: SELF-STORAGE BUSINESS

10Federal 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 10Federal is a pioneer behind this innovative method of self-storage.

*"10Federal 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.

*"It has the keyboard, the receipt printer, the credit card scanner, and VOIP phone support"* said Minsley.

They also use Zamok, the Advanced Kiosk security and browser lockdown solution.

*"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 10Federal 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 10Federal, 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".*



He's right. 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

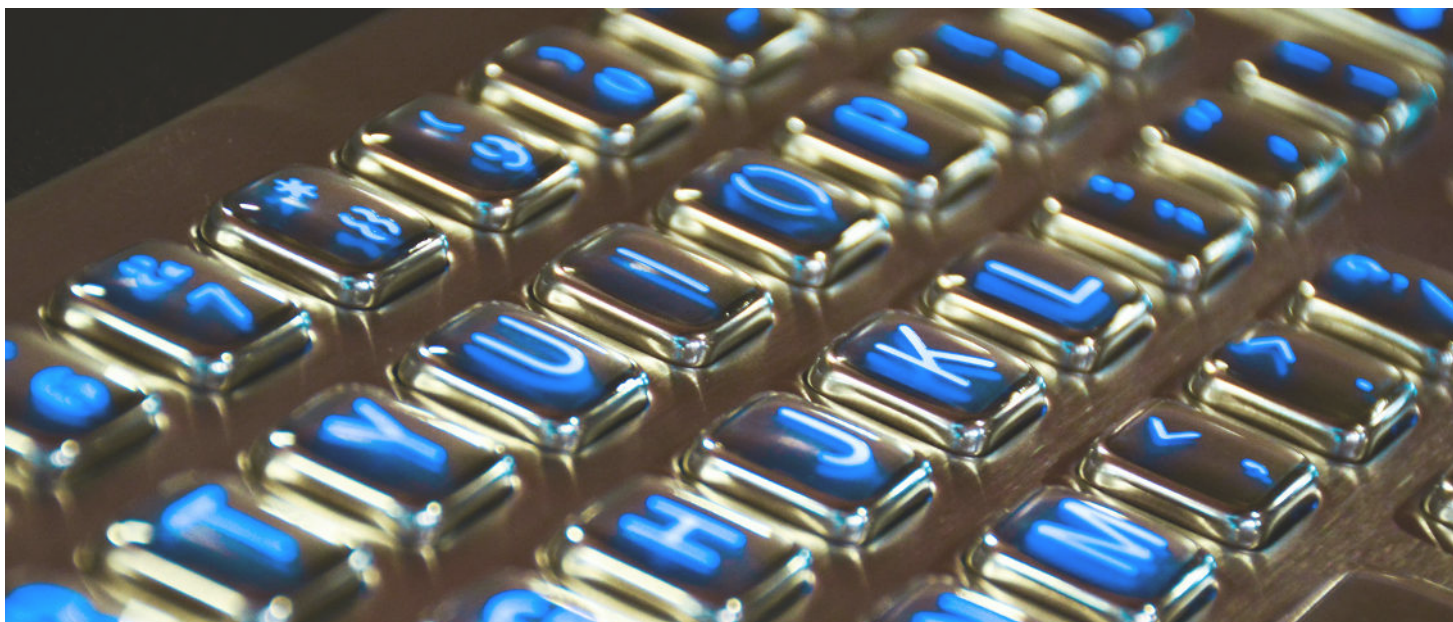
Thinking about the future, self-service technology can positively impact many industries. Healthcare, HR, government, education, hospitality, and many others. In Sparefoot's self-storage article, "10Federal forges ahead with unmanned facilities", a future in automation is discussed.

*"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.*

*'Rewind 40 years and consider the following three transactions: Getting money out of bank; washing a car, and storing stuff in a box,' Minsley said. "Tell me which of those things, in 2016, wouldn't be fully automated. It's staggering to me that storage is the one that isn't fully automated' ".*

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



Interactive kiosks are engaging, attractive solutions for nearly every aspect of modern life from promoting and wayfinding, to check-in and standard HR functions.

**Self-service kiosks are ideal for business & organizations looking to bring useful services and info that much closer to those who need it.**



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