



BirdEye for Affordable Family Storage

Client since: May 2019

5x Increase in Review Quantity with BirdEye

Affordable Family Storage is a multi-location storage company currently with 8 locations in 5 different states.

Before the company came to BirdEye, Gina Svendsen, the Director of Marketing, was managing reviews on each location on her own. It was difficult for her to manage the reviews from multiple different locations. Still, she realized that Affordable Family Storage could be doing better. Reviews from reputable 3rd parties sites were a valuable form of marketing for her business.

While searching for a solution to help the company manage online reputation across multiple review sites, Gina came to BirdEye.



"Our online reviews have increased exponentially! And as a result, we are getting more business because we know our potential customers make buying decisions based on current customer reviews. It's a cycle and it works!"

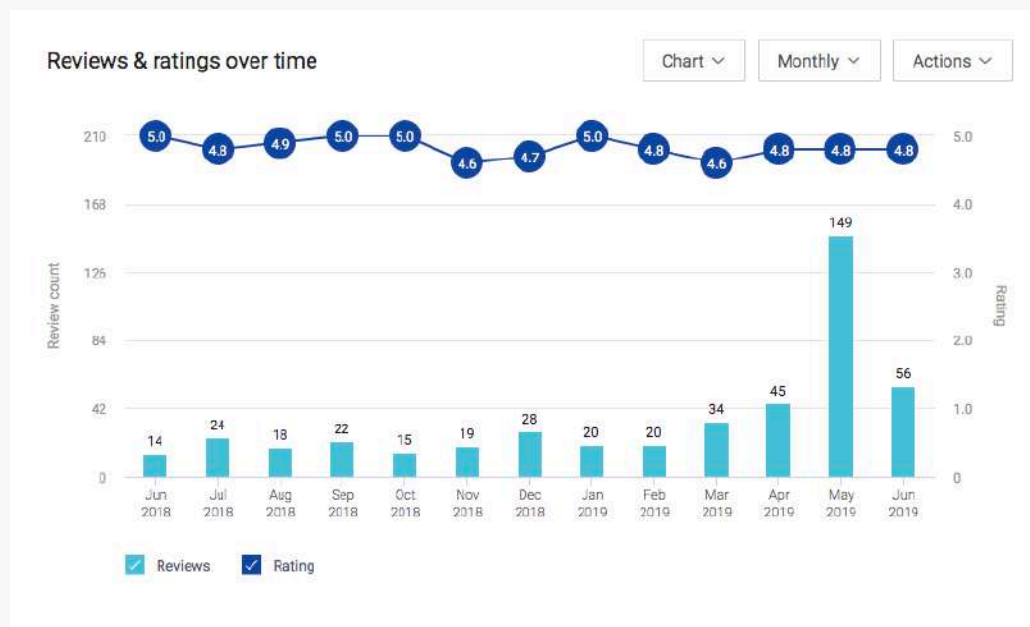
Gina Svendsen
Director of Marketing



Easy Review Management

BirdEye allows customers to view reviews from over 150+ sites in a single dashboard. Gina Svendsen was excited about getting the new software as she was now able to view all reviews in a single place, rather than having to check each site and each location individually.

With BirdEye, Affordable Family Storage has been spending more time getting review requests from customers. Before starting with BirdEye, the company was averaging about 30 reviews a month. In the first full month using BirdEye, Affordable Family Storage got 149 reviews, an almost 5x increase.



Already, Affordable Family Storage has seen customers come to use their services after seeing online reviews. Since there are so many storage companies in the area, often the deciding factor is online reviews. By sending review requests and getting lots of authentic customer feedback, Affordable Family Storage has found a way to stand out from the pack.



Higher Overall Star Rating

When customers check in to Affordable Family Storage, BirdEye is now a natural part of the process. Right after customers get an access code, they also get a review request from BirdEye. Employees now compete with one another to see who can send out the most review requests.

Now that Affordable Family Storage is consistently getting reviews from each location, the company is now tying manager's bonuses to reviews. After all, the BirdEye dashboard makes it easy to view how each location is performing in terms of reviews. Lots of quality customer reviews show that a manager is doing a great job. When a location gets quality reviews, managers can expect a bigger bonus.



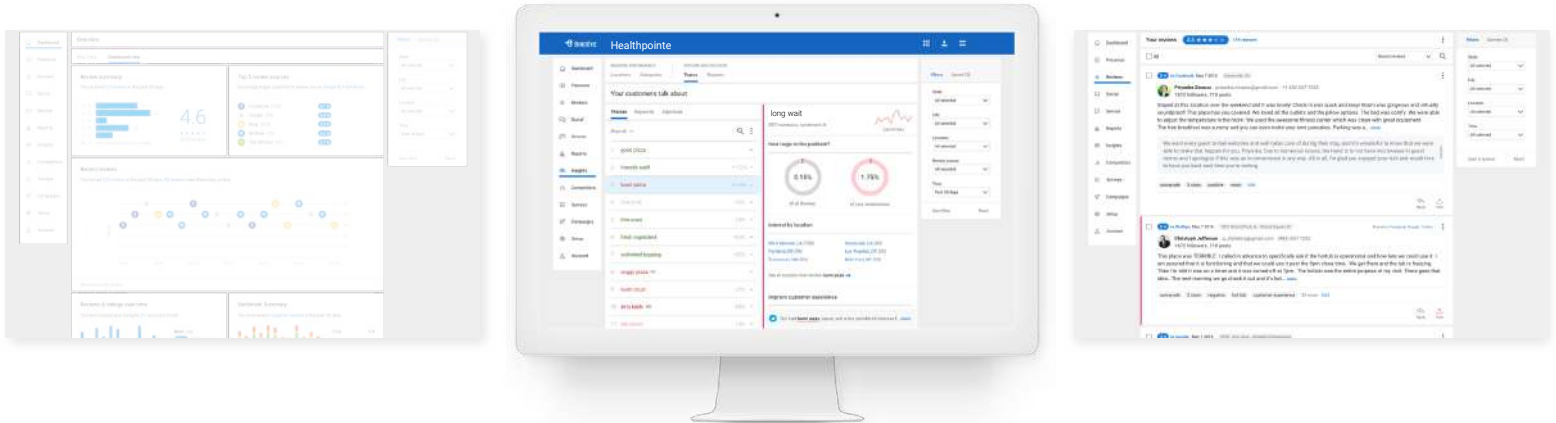


BirdEye: Helping Businesses Be Found, Be Chosen, and Be the Best Business

When customers search for nearby storage companies, they want to go with the business that is the most trusted by other customers. Thanks to the great online reputation they've built, Affordable Family Storage is standing ahead of the competition.



About BirdEye



BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit birdeye.com/scan-business/

To learn more, go to birdeye.com or call toll-free #1-800-561-3357.



BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.



Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.



Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.



Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.



Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.



Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.



Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.



Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.



Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments. Track issue resolution and measure employee performance with detailed service reports.



Insights

Identify the root causes driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.



Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.



Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.