



SECURITY PUBLIC STORAGE

Security Public Storage Drives Lead Generation
ROI With SugarCRM And Twilio

Epicom Integration Increases Inbound Call Capture 600 Percent

Security Public Storage (SPS), a family-owned and operated self-storage company, turned to SugarCRM to improve operations burdened by paper-based processes. With the help of Sugar Gold Partner Epicom, SPS integrated Sugar with Twilio and SiteLink, recaptured 60 hours per month in time spent compiling customer information, improved its ability to coach regional managers, and increased the ROI from its online advertising budget by 600 percent.

Business Challenges

Paper and pen were alive and well at Security Public Storage. “We were using an antiquated system,” recalls Steven Ford, general supervisor for the company. “The information we were managing on paper was caller information about rental inquiries. It was passed from person to person and we were having trouble determining if the people who were on paper were actually renting units from us.”

Key information such as phone numbers and email addresses was frequently buried in paper. At the end of the month, some locations would have ten to fifteen pages of leads. And leads from all locations had to be compiled for marketing. “We were losing sales by not following up,” continues Ford. “And we estimated about 60 hours per month were lost just to compiling data.”

SPS realized it needed a CRM solution just based on the hours spent each month compiling data and the

lost sales opportunities. To cost justify a CRM solution, SPS needed only a one percent increase in sales.

The Solution: Sugar

SPS looked first at Salesforce but soon turned to other CRM vendors, including Sugar. “SugarCRM gave us everything we needed in a piece of software and it did it in a cost effective manner,” Ford explains. “It was able to accomplish everything we were looking for almost out of the box.” Ford contacted Sugar Gold Partner Epicom through Sugar’s website. “When I contacted Epicom, I felt they really understood what we were trying to do as a business,” Ford says. “And that’s ultimately why we chose Epicom and Sugar.”

Epicom created a custom call script for SPS and integrated Sugar with SiteLink, a leading self-storage management software, and Twilio, a cloud-based provider of VoIP, text messaging, and phone services. The Twilio integration allows SPS to put multiple phone lines through Sugar for marketing campaign tracking. SPS uses Sugar to track in-bound leads at the individual facility level and, on a regional level, to identify where calls are originating so it can assess the effectiveness of advertising.

Business Benefits

The SPS Sugar solution provides cost and time savings that have improved prospecting and customer service. Now SPS can give more quality attention to each potential

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Steven Ford, General Supervisor,
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customer because it has reduced the time spent compiling lead information by 60 hours per month. By getting end-of-the-month information more quickly, SPS can address problems immediately. "Having the information faster gives us a better opportunity to coach the managers," adds Ford. "We know right away what can be improved from the prior month and we don't have to wait two weeks before we can make corrections." And, while saving valuable time for managers, the company has also reduced its costs for postage and paper.

The Twilio integration has had a major impact on the company's operations. "Our call volume is anywhere from 1,200 to 1,500 calls per month," notes Ford. "Before the Twilio-Sugar integration, we were lucky to capture a couple of hundred calls a month. Now we capture six times that many and we know which online source our inbound call leads are coming from." This increased ability to capture inbound calls enables SPS to quantify the return from its substantial annual online advertising budget. The combination of Sugar and Twilio led to significant process improvements as well. "Epicom has set up an automatic workflow for us so that each call will automatically schedule a two-day follow-up call," Ford elaborates. "We're getting more call back opportunities so we're able to engage customers and potentially secure the rental."

"Our future with Sugar is what excites me the most," concludes Ford. "Working with Epicom, we've already

grown more than I ever thought we could. Before, we were very limited to what we could accomplish. Now every time we get to the next level, we see even more possibilities."

About Security Public Storage

Security Public Storage (SPS) is a family-owned and operated self storage company with 42 self storage facilities located in California, Nevada & the Washington DC metro area. Since the opening of the first Security Public Storage in 1983, SPS has been a provider of the highest quality self storage service in the industry. The operating philosophy that has evolved over those decades has resulted in an unparalleled emphasis on customer service and creating a positive and pleasurable storage experience.

About Epicom Corporation

Epicom customizes, supports and hosts high-performance web-based Customer Relationship Management systems. Our expertise is helping U.S. and overseas companies large and small improve their profits and outpace their competition. Epicom has completed hundreds of successful CRM projects and is one of Sugar's leading North American Gold Partners. Our focus is on consulting and executing complex SugarCRM deployments, customizations and integrations.

For more information, call 512-481-9000, email info@epicom.com, or visit our website at www.epicom.com.

Company Profile

Headquarters:
San Francisco, CA

Founded: 1983

Company Description:
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Website:
[www.
securitypublicstorage.com](http://www.securitypublicstorage.com)

Solution:
Sugar Professional

Solution Partner:
Epicom

SugarCRM

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site—the best sales, email, and mobile CRM integration.

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