

Storelocal Advances Real-Time GDS Automation Technology For Self-Storage

Co-op leads innovation of global distribution system technology for the self-storage industry

IRVINE, CALIFORNIA, UNITED STATES, August 31, 2018 /EINPresswire.com/ -- Storelocal, the self-storage industry's only member-owned co-op, is leading the industry in global distribution system (GDS) technology as a hub for connecting self-storage operators with customers.



The GDS is an enterprise-level application programming interface that distributes information on self-storage and facilitates transactions on rentals, moving supplies, insurance and more.

“

GDS is the universal translator for the self-storage industry”

Travis Morrow

Storelocal developed its GDS-powered technology from studies of the hospitality and travel industries, which use GDS to make it convenient and simple for customers to find and transact with lodging and related services online via social, search and application. The self-storage industry is embracing this powerful technology to reach customers, facilitate transactions and offer upsells, with Storelocal

leading the innovation.

Reach customers where they are

In today's on-demand economy, consumers want the ability to rent self-storage the moment they need it. Storelocal's GDS empowers potential customers to transact when and where they want via mobile, search and application, without navigating to other webpages.

“Our GDS provides a seamless online experience, with real-time updates on available inventory, so that customers find exactly what they want, allowing efficient transactions between customers and vacant units,” said Lance Watkins, CEO of Storelocal.

Facilitate upsells with Storelocal GDS technology

Storelocal's GDS facilitates the purchase of self-storage related products and services including truck rentals, insurance, moving supplies and labor by presenting the offer to purchase during the checkout process.

“The self-storage industry has a lot of languages, from site software and call centers to access control and business control systems,” said Travis Morrow, National Self Storage President and Chairman of Storelocal. “It's extremely cumbersome for the outside world to interact with all these languages. We instead use GDS-powered technology to speak one language to the rest of the world. GDS is the universal translator for the industry.”

“With GDS, I can enhance the customer experience, from start to finish, at all of my facilities, both online and in-store,” continued Morrow. “To maintain the same paperless environment in the store as on the web, we took components from our website technology, powered by GDS, and brought them into the store. Our customers can sign leases, access their unit, and pay rent through on-site interactive kiosks.”

Watkins added, “GDS allows self-storage customers to rent, reserve and communicate in one place by taking an empty storage unit and distributing it out to multiple audiences in an efficient, user-friendly way. This creates an enhanced customer service experience that generates more income and increased efficiency for self-storage operators.”

Storelocal will exhibit at the upcoming Self Storage Association 2018 Fall Conference & Trade Show, September 4-7 at Caesars Palace in Las Vegas, Nevada. Attendees are invited to visit Booth 301 to learn more about GDS technology, as well as experience a demonstration of the co-op’s Tenant™ technology suite, including SecurGuard® Smart Entry System from Janus International, a one-of-a-kind security and access control system powered by Storelocal’s GDS.

About Storelocal

Storelocal (www.storelocal.com) is a co-op created and owned by independent self-storage operators. We develop technology, partnerships and brand services to increase the profitability of our members. In just over four years, we have grown to more than 1100 facilities, including 14 of the top 50 operators, making Storelocal the 4th largest self-storage owner entity in the world. Storelocal is proud to introduce Tenant™, an end-to-end, fully automated solution focused on consumer experience. “Tenant™ – Making technology easy and unassisted move-ins a reality”

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