

StoreEase and Sierra Partner to Bring Outcome-Driven AI to Self-Storage

StoreEase's AI agent, built on Sierra, is measured and priced on the outcomes it delivers, not the conversations it just deflects to the office or a callback.

SAN FRANCISCO, NY, UNITED STATES, August 12, 2026 /EINPresswire.com/ --

StoreEase, with its AI-native self-storage operating platform [EaseOS](#), today announced its partnership with [Sierra](#), whose platform powers AI agents for customer service, to deliver an AI agent that delivers truly omni-

channel service across self-storage operations: the same agent, with the same context and the same rules, on the phone, on the web, and now in the facility lobby itself. Operators deploy the agent under their own brand and name.

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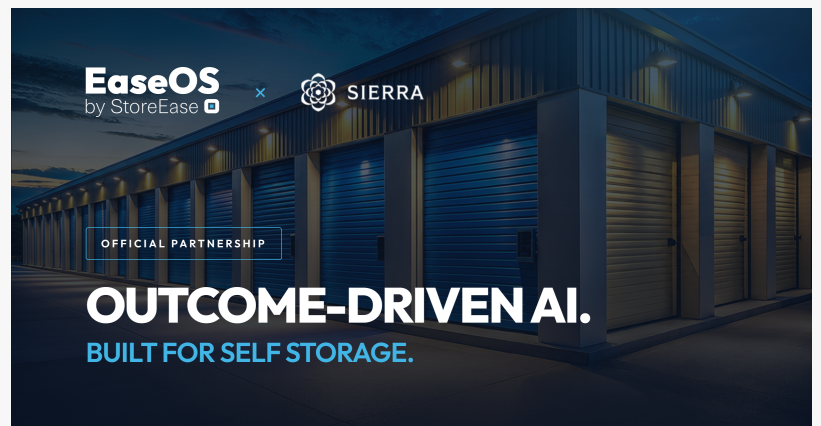
We price on outcomes because that is the only number that aligns our success with our customers' success. When our operators win, we win”

Josh Boyd, CEO of StoreEase

The agent is broadly integrated with the industry's most popular software systems. The EaseOS platform provides the agent with secure access to a variety of facility management systems, access control vendors, and payment processors that operators already use, allowing for rapid deployment into businesses in as little as two weeks. This gives operators one consistent agent across every point of customer contact, with one unified software and data interface.

The partnership launched at the end of 2025. In the months since, StoreEase and Sierra have worked side by side to train the agent across a growing set of customer journeys, refining it on real interactions until it could reliably carry a request all the way to a completed outcome.

The choice of Sierra was deliberate. Co-founded by former Salesforce co-CEO and OpenAI board chair Bret Taylor, Sierra has become the enterprise standard for AI customer agents, with a customer base reported to include roughly 40 percent of the Fortune 50 and consumer names



Illuminated Storage Units

such as SiriusXM, Sonos, ADT, and Chime. StoreEase brings that same enterprise-grade foundation to an industry that has never had access to AI of this caliber.

The partnership is built on a principle that separates it from most AI deployments: a focus on outcomes, not activity. Too many AI agents claim to automate or contain a conversation when all they really do is deflect it to the office or a callback, keeping the customer from an answer without solving the problem.

"The industry has been optimizing the wrong number," said Josh Boyd, CEO of StoreEase. "An automation rate tells you the AI avoided a human. It tells you nothing about whether the customer was helped. We built this partnership around outcomes, a payment made, access restored, a lease signed, because that is what earns a customer's loyalty and grows an operator's revenue."

That philosophy extends to pricing. Rather than charging on what it thinks the AI is doing, StoreEase prices the agent on the outcomes it produces. An operator pays for results delivered, not for conversations held or calls deflected.

"We price on outcomes because that is the only number that aligns our success with our customers' success. When our operators win, we win," Boyd said.

FROM THE RIGHT ANSWER TO THE RIGHT ACTION

Where many AI agents stop at conversation, StoreEase's agent completes the journey. Every one of the roughly 30 workflows it runs today ends in an action: posting a payment, checking live inventory, processing move-outs, restoring access after a resolved delinquency, or signing a new lease. Sierra provides the reasoning and the conversation; StoreEase, drawing on its own experience operating facilities, knows which self-storage workflows matter most and how to train the agent to handle them. EaseOS then lets the agent actually act, connecting to the software operators use to run facilities, control access, and take payments, with guardrails built into each action.

The results show up on both sides of the ledger. After-hours calls that once ended in voicemail now convert directly, producing hundreds of new leads, a 2 to 3 percent lift in move-ins, and hundreds of thousands of dollars in increased customer lifetime value. On cost, StoreEase has onboarded more facilities while supporting them with fewer people per site. Customer review scores, the metric StoreEase watches most closely, have held steady throughout.

AVAILABLE TO THE WHOLE INDUSTRY

StoreEase offers the platform beyond its own managed facilities, with integrations to most

popular self-storage software. Operators can plug in and see the agent working under their own brand in as little as two weeks.

"Self-storage is rarely a fun purchase. People come to us in a moment of need, a move, a downsize, a loss," said David Wu, CTO of StoreEase. "Serve those moments well and a customer stays for years."

ABOUT STOREEASE

StoreEase is an AI-native self-storage operating platform. Through EaseOS and the Ease Connect, StoreEase brings consistent, high-quality service to every channel a customer uses, helping operators grow revenue and lifetime value while lowering the cost of running a facility. Learn more at www.easeos.ai

ABOUT SIERRA

Sierra is a conversational AI platform that helps companies build AI agents to deliver better customer experiences and business outcomes. Learn more at sierra.ai.

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