Eliminating the Stress of Moving

Facilities can do a lot to make an arduous process much easier.

Very few of us like to deal with moves. At best, someone else is doing most of the packing and loading (at a substantial cost). At worst, you are doing it all yourself. It can be physically and mentally exhausting—and even somewhat traumatic. So it behooves any and all self storage operations, large and small, to find ways to make customers' moves a little easier to bear.

There are any number of things you should be doing to help. They involve understanding a tenant's needs, providing tips on how to pack and move, helping direct them when they arrive at the facility and giving instruction on the best way to store items in a unit. Throw in having products in the office like boxes and wrapping tape, and your customer will actually feel wanted and appreciative when the move is finally complete.

Urban Self Storage—with locations in Washington, Oregon, New Mexico and Arizona—is keenly aware of the need to empathize with customers preparing to move their goods and has come up with a number of ways to be of service. Essentially, Urban offers a thorough guide to moving on its website, has moving products available at its facilities and makes sure that managers are always available to offer tips, instruction and encouragement.

“We offer many elements both online and offline to help inform and to alleviate the stress that comes with any move,” said Cherie Tourangeau, online marketing manager/customer service manager for Urban Self Storage. “By visiting our website, you can learn about our best practices, from how to pack your boxes to helping prevent damage during your transition to staying informed with several tips easing the havoc during the moving process. “We offer moving guides assisting you as you prepare weeks ahead, including tips and tricks of packing smart and packing tight,” she added. “Our staff will facilitate in selecting the best packing materials for your move, how much you will need and tips to consider prior to selecting your moving/storing supplies. All of our locations offer a variety of moving/storing supplies to assist in organizing any move.”

One look at the Urban Self Storage website and it becomes clear that helping customers with moves is a top priority, as a Moving Tips box is located at the top of the first page. “We want our customers to feel at ease and one step closer to bliss after visiting and working with our staff,” said Tourangeau. “It can be hard for a person to recognize and prepare for what comes before, during and after a move. We think of everything to ease the moving process so our customers benefit. Let’s face it, moving is stressful in any circumstance, so if we can assist in making our customers happy and leaving with a smile then we did our job.”

It may take some work, but finding ways to help customers with their moves from the planning stages all the way through completion is well worth the time. Set up a thorough instructional guide on your website, make sure each facility has plenty of moving aids on hand, provide emotional support for a customer dealing with a move, and be on hand when the move into a unit is taking place. When all is said and done and the move is complete, you will hopefully be looked upon as a hero of sorts for stepping up in a time of need.