



US Storage Centers is Using Reviews to Edge Out Competitors

HERE'S HOW GATHERUP HELPED THEM INCREASE

THEIR GOOGLE REVIEWS BY 167.62%

SUCCESS STORY



“The people at GatherUp are authentic, open, and responsive. They’ve got a process and their approach is to help other people do business better. I appreciate that.”

JASON LOPEZ,
Chief Marketing Officer, US Storage Centers



US Storage Centers is a leader in the self storage industry. Since 1985, they've delivered convenient, cost-effective, and secure self storage solutions to people across the country, from California to New York.

HIGHLIGHTS

CHALLENGES

- Competing on quality instead of price
- Understanding what customers value
- Finding a powerful and methodical way to gather customer reviews

SOLUTIONS

- Post-sale customer experience survey
- First and third-party review acquisition
- Third-party review monitoring
- Review & social proof content for local landing pages

RESULTS

- 19,717 more Google reviews while using GatherUp
- 167% increase in Google reviews
- Captured 11,000 direct first-party reviews for website marketing, social proof, SEO and mobile search benefits
- Operational insight to make data based decisions on customer experience improvements and needs

Challenges

COMPETING ON QUALITY INSTEAD OF PRICE

Self-storage is the epitome of what Google calls a “micro-moment business.” People don’t put storage units on their wish lists—renting one is a spur of the moment decision based on a sudden need.

Jason Lopez, Chief Marketing Officer at US Storage Centers (USSC), knows this. He also knows that when people have a sudden need, Google informs a lot of their decisions. And that’s when customer reviews have the biggest impact.

“All of our competitors are super sharp. They’re good at what they do and I have a lot of respect for them,” Jason says. “So to compete in this market—sometimes against companies that are 5x larger than us—we need our online reputation to stand out.”

Like all growing businesses, USSC doesn’t want to compete for bottom dollar or have a reputation for being “cheap.” They want to be known for the experience they provide—because that’s what customers remember.

“Our market is very price sensitive. However, we quickly realized that you almost never find a five-star review that focuses on price—it’s almost always about service,” Jason explains.

Recognizing the need for more positive social proof, USSC tried gathering reviews and user testimonials themselves.



“We tried organizing things on our own, like getting managers to ask people for reviews. That didn’t work. The results were too inconsistent,” Jason says.

Before USSC adopted GatherUp, they first tried another review platform. But it had some problems.

“It was all bells and whistles. Their platform looked impressive but what really powers technology is methodology. That’s what they were missing; the implementation was all wrong and their service was poor. They didn’t live up to our expectations,” he says.

And then Jason discovered GatherUp.

“Don’t take this the wrong way but there was none of that veneer with GatherUp,” Jason laughs. “The people at GatherUp are authentic, open, and responsive. They’ve got a process and their approach is to help other people do business better. I appreciate that.”

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Solution

A DEEPER CONNECTION WITH THEIR CUSTOMERS

Jason liked that GatherUp's platform was easy to set up and intuitive right out of the box.

"There's almost always a long adoption period with new technology. But getting up and running with GatherUp was really simple," Jason says.

But more important was how GatherUp worked with USSC to help them gather meaningful results and get the most out of the platform.

"They sat down with us to talk about our goals and share best practices. Through talking with them, we realized that we'd only been thinking of using GatherUp to connect with our customers. They helped us understand that when it's done right, you'll get more positive reviews as well," Jason says.

Jason and USSC managers use GatherUp to connect with customers across a variety of different channels. GatherUp's system enables USSC to track, measure, and market their customers' experiences.

GatherUp also makes it easy to evaluate performance and address concerns by capturing both proactive and passive feedback and gathering all of that data together.

This means that reviews for over 120 locations can be viewed, monitored, and responded to in one simple "Customer Activity" interface.

"GatherUp has greatly impacted our ability to respond to our customers," Jason says. "For example, if we see that someone has given us a low rating—a seven or an eight out of ten—we're able to get in front of them quickly and try to understand and resolve the problem."

GatherUp also helps USSC gather social proof with services such as post-sale customer follow-up surveys and by adding a Review Widget that solicits first-party reviews from people visiting their locations pages.

“Realizing how many people actually want to give us feedback and review us positively was eye-opening,” Jason says.

However, as far as Jason is concerned, the most important element of USSC’s partnership with GatherUp is the strong desire they share to help their customers—and the process to see it through.

“As I said, what drives technology is the thinking behind it. You need to think better and execute better, over and over and over, more consistently than the next guy,” he explains.

“When we compare GatherUp to other platforms—they have that quality. They also encourage that quality in us, and they’ve helped us think in those terms,” he adds.

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Results

OVER 167% INCREASE IN NEW CUSTOMER REVIEWS

GatherUp and USSC have been working together for over two years now.

When they first started their partnership, USSC had 11,763 Google reviews across all of their locations after 32 years. Today, USSC has more than 31,480 Google reviews—a 167.62% increase in just two years.

The majority of those reviews are glowing but, if problems ever do arise, GatherUp has given USSC everything they need to quickly assess and mediate the situation.

“Our goal is to turn three stars into fours, and four stars into fives. And when someone rates us low, we want to understand why. We want to understand what our customers are saying—that’s paramount to us, and it’s a big factor in how we judge our success,” Jason says.

GatherUp’s has also captured over 11,000 direct first-party reviews for USSC with their Review Widget. The Review Widget brings keyword-rich, geo-based content to their location pages which influences Google search rankings and mobile search results. This helps their brand and locations be seen as well as convert more customers.

Ultimately, this robust catalog of social proof helps USSC distinguish themselves from their competitors and make waves in a saturated and competitive market.

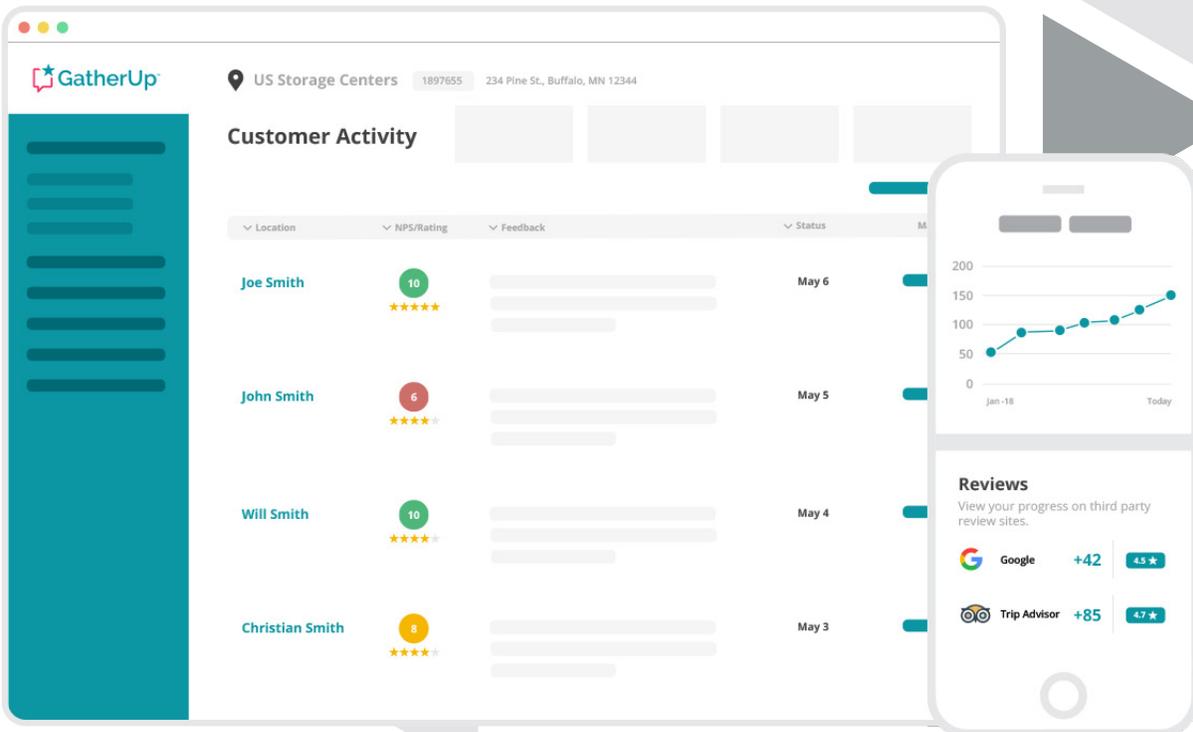
“One of our locations has almost 10x more reviews than our closest competitor in that community,” Jason says.

For Jason and his team, it’s only confirmed how important the customer experience is to a successful business.

“It’s had a tremendous impact on us and been able to grow because of it. With GatherUp, we can see a direct correlation between customer feedback and our online conversion rates,” he says.

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**Make a great customer
experience the backbone of
your business.**

GatherUp helps you gather, manage and market your customer experiences, so you can use feedback and reviews to grow your business.

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