



The self-storage market is growing at a rate of 15% a year, and at the forefront of that growth is Big Yellow Self Storage. It has established itself as the leading self-storage supplier in London and the South East by pioneering the development of the latest generation of self-storage facilities.

Big Yellow is currently embarking on an ambitious plan to become the leading self-storage supplier to the whole of the UK. As part of this growth strategy it currently has 43 stores and 27 construction projects.

Key to Big Yellow's success is its customer focus. Stores use state-of-the-art customer service technology, and are located in high profile positions with easy access locations. They are customer friendly environments that are safe, secure, clean and dry. A key factor in creating their business model is the use of the latest technology solutions.

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**TOSHIBA**

ELITE PARTNER



# Big Yellow Self Storage

Supporting Big Yellow's ambitious growth plans

## Customer friendly formula

Responding to customer enquiries efficiently is an area that Big Yellow prides itself on. At the heart of this is a Toshiba telephone system. In 1998 Big Yellow installed a Toshiba DK280 telephone system at its head office, and subsequently rolled-out the Toshiba platform across its existing stores centres. Due to the flexibility and backwards compatibility of the Toshiba platform, it has assisted in the growth of the company.

With the help of the voice and data communications experts Excell Group, the original system at head office has now been upgraded to a Strata CIX670 with approximately 55 extensions including a call centre of 8 agents. The current 43 store centres all utilise a similar Toshiba platform consisting of the original DK280, Strata CT, CTX670 and the current CIX670 range which further emphasises the backward compatibility of these products.

The Strata CIX systems are based on a single software platform, and share common hardware. Aside from making them very straightforward to link together, this also means that each individual site can take advantage of the rich set of features within the Strata CIX solution, and that the company as a whole can provide a seamless service to its customers. The Strata CIX systems can also be installed as a TDM, hybrid-IP or pure-IP solution and reconfigured as required, providing Big Yellow with a very flexible system which offers complete investment protection should their needs change.

## Toshiba - a long partnership

Reggie Kerr, who oversees the telephony network of Big Yellow, says "The Toshiba system is ideal for Big Yellow because it is a very reliable, versatile and flexible system. It is also competitively priced, and as Big Yellow has an ambitious expansion programme, it is important to deliver the right system for the right budget."

Big Yellow's focus on location and visibility of the buildings, coupled with excellent customer service, has helped to create the most recognised brand name in the storage industry. With the Toshiba telephone platform in place, Big Yellow is perfectly placed to maintain core customer service levels as their expansion continues.

## About the Excell Group

Excell are one of the largest independent suppliers of telephony and data solutions in the UK.

A single source supplier for all business communications requirements, our mission is simple: to provide the best mix of telephony, data, internet and mobile solutions as well as continuously offering the best solutions to our customers with commitment, excellence and integrity. We provide complete communications solutions, from consultancy and implementation to support and maintenance.

Our all-round approach means that we are able to offer services and products that our competitors are not able to. Excell has been a Toshiba partner since being formed in 1992. We are proud to be one of only a handful of Toshiba authorised resellers to have achieved Vantage Partner status.

## About Toshiba BCD

Toshiba BCD has been a leading supplier of business telephony solutions in the UK since 1987, providing communication solutions that deliver complete mobility of operations and ease of configuration. Toshiba offer best-in-class migration, quality and reliability and are dedicated to empowering businesses of all sizes to do business the way they want to.

Toshiba's unrivalled reputation for reliability, coupled with their commitment to research and development, and designing future-proof products make their communications platforms the definitive solution for your organisation.

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