

CaSSOA WORKSHOP

STORA STORAGE SOFTWARE

Gavin Shields of Stora with Will Strivens of Gatewick Farm Storage providing a case study.
Tuesday 11 March

Simplify caravan storage management with Stora.

The workshop focused on the capabilities of Stora software in automating storage business operations, with Gavin Shields presenting its features such as online bookings, invoicing, and customer management. Both speakers highlighted how the software enhances operational efficiency and customer satisfaction, with Gavin introducing an optional identity verification tool that offers bank-level checks.

- Most admin can be completed before your customer even arrives on site!
- Can be fully customised
- Security is maintained
- Can integrate with access control systems.
- Bespoke customer facing website

The discussion also covered the efficiency of Stora's invoicing system, with Becci Bailey and Will noting its seamless integration and automated features. Will pointed out the advantages of repeat card payments over direct debits, particularly for instant payment confirmation. Gavin mentioned the positive impact of automation on growth, citing a 35% increase in certain UK sites.

Payment Processing and Invoicing Solutions

Becci Bailey and Will Strivens shared insights on the invoicing process facilitated by Stora, noting its automation and ease of use. Will explained that the system handles payment retries and customer notifications automatically, which alleviates the need for constant follow-ups. He also pointed out the benefits of using repeat card payments, which provide instant confirmation compared to the delays associated with direct debits.

Self-Storage Automation and Pricing Strategies

Gavin shared insights on the growth of the self-storage industry in the UK, noting that automation has allowed operators to save time and focus on expanding their businesses. Will highlighted the advantages of Stora's invoicing and pricing features, which enable operators to easily implement price increases and manage customer notifications. Both emphasized the importance of feedback from operators to improve the product.

Storage System Allocation and Upselling Strategies

Becci Bailey raised a question about the allocation of indoor and outdoor storage spaces for caravans, noting that not all indoor spaces can accommodate the same size. Gavin explained that the system could either manually allocate units or automate the process by categorizing them into different sizes. Will Strivens added that they have successfully implemented similar strategies by defining size boundaries for their units, making it easier to manage bookings.



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To arrange a demo please contact Gavin Shields
at [Stora gavin@stora.co](mailto:gavin@stora.co)

If you'd like to speak with Will Strivens at
Gatewick Farm about his experience with Stora
please contact will@gatewickfarmstorage.com

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