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CASE STUDY

# **Extra Space Storage Embraces Cross-Channel Agility with Quantum Metric**

## About Extra Space Storage

Extra Space Storage Inc., headquartered in Salt Lake City, is a fully integrated, self-administered and self-managed real estate investment trust, and a member of the S&P 500. The Company is the second largest owner and/or operator of self-storage properties in the United States and is the largest self-storage management company in the United States.

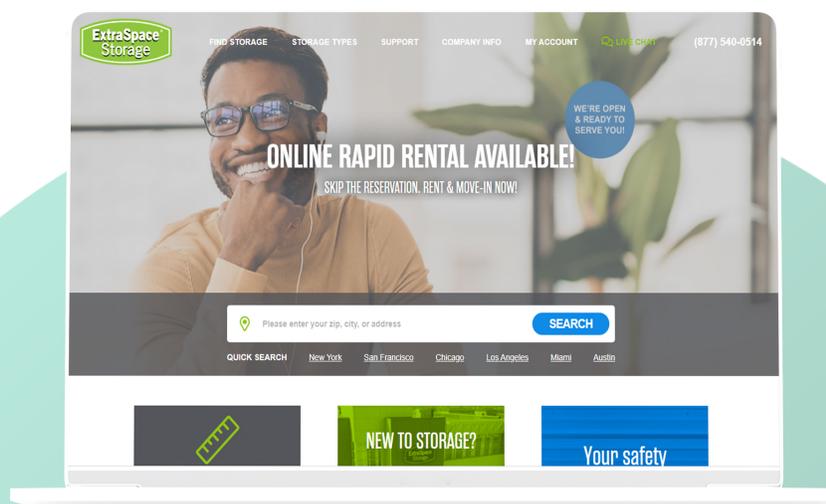
## Challenges of Ticketing

The product team at Extra Space manages a digital suite including their point of sale system, call center application, and self-service portal. In the self-service My Account section, customers were submitting tickets regarding issues they were having but did not include screenshots or additional details. Because of the lack of context, these issues would often be unable to replicate. The team's previous digital experience solution was utilized by a limited group and did not enable easy investigation of issues.

“Our legacy technology would just make us watch session after session, but since implementing Quantum Metric we can immediately get the details we need,” said Brian Van Ausdal, Senior Product Manager at Extra Space Storage. “Having the ability to narrow down the focus prior to ever getting to the replay is something that I think Quantum Metric does very well.”



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## Balancing Known and Unknown Issues

The platform has enabled the team to bring attention to areas of friction. "It's nice to be able to quantify issues and show the team why they are a priority. Now here's the quantifiable review of the issues that are going on within the product."

Additionally, Quantum Metric has helped to uncover unforeseen issues. For example, the team was making an update to address back end data clean up, that unexpectedly caused an issue on the frontend of the site.

"We hunted but couldn't find anything in the code. So, we turned to Quantum Metric and saw that the majority of these customers were hitting the back button from the confirmation page, which then hit that new endpoint. Never in a million years would I have come to that conclusion of, 'Oh, they're hitting the back button,'" said Van Ausdal. "Now the platform leads us to question why are they hitting the back button? The next step is testing which information to add to the page."



*From a development perspective, Quantum Metric is a lifesaver. I can't count the number of times we were unable to replicate issues in the past, and now I can see exactly what happened.*



## Mobile App Future

With the rise of Covid-19, the importance of Extra Space Storage's native app has only grown. The mobile app team has beta tested Quantum Metric's SDK and discovered some key insights. "While it was incredibly helpful to get real-time data and review session replays for our native app, using page analytics revealed pieces of the UX design that may not have been necessarily intuitive. For example, there are facility cards in the interface that were not clearly indicating that they were meant to be clicked on. So now the moment someone gets into the app for the first time they've built messaging pointing the user in the right direction."

## A/B Testing

"Insurance is a part of our service and it's important for us to understand if and why customers are opting out. Being able to use Quantum Metric for future iterations or A/B testing those conversions will be huge."

