

Our strategy from the outset has been to deliver excellent customer service through a great working culture and highly motivated employees.

OUR culture and staff

Delivering exceptional customer service

We recruit on personality over someone's CV and have a strong culture of inclusivity and diversity within the company.

This is a customer-facing business with our users often new to self storage and going through stressful key life events. Fantastic service starts with a warm and empathetic personality, which is what we look for when recruiting. We then invest significantly in the training and development of our teams to maintain high customer service standards. This is monitored through customer feedback and a mystery shopping programme and we are proud of our exceptionally high Net Promoter Scores of 78.9.





Our Staff

Our people are at the heart of Big Yellow and we believe a strong culture helps keep our people actively engaged in the business.

We encourage a culture of partnership coupled with a flat management structure. Our staff participate in corporate performance through bonus schemes and share incentives. We recognise and reward exceptional service and all staff have a range of additional benefits including an extra day's holiday for their birthday.

We also provide a wide range of offline and online training and development programmes for our staff, whatever stage of their Big Yellow career they are at.

We ensure we listen to our people, not only for innovative new ideas but also how they feel Big Yellow fits into their work-life balance. Employee feedback surveys and store tours by the Directors help to keep all of us in close partnership and with open communication.

We don't just listen – we act too, making real changes to how we do things in order to support our staff further.

Progress in the year

- Continued the work of our fully represented Inclusivity and Diversity Committee.
- Achieved an engagement score of 86% in our Employee Engagement Survey (2019: 87%).
- Enrolled 95 people onto a virtual British Sign Language training course.
- Rolled out a Working From Home Policy for our Head Office Employees which has enabled all team members to achieve a better work-life balance.
- Reduced our store opening hours to support the wellbeing of our teams.
- Offered advice and support to a total of 122 people across the year, via our Wellbeing Experts.
- Appointed and trained 12 Recruitment Experts to support the recruitment process across our stores.
- Launched over 300 new personal development videos within our Learning Management System.
- Achieved a Performance Review completion rate of 94% across the Company.
- Continued to include a selection of 'People' KPIs to be assured by SGS.