

**BUILDING  
FUTURES  
BY...**



**Our people have an unwavering customer focus**

At Big Yellow we understand stressful key life moments, like moving home or a DIY project, can all lead to a need for storage. At Big Yellow our people help take the stress away, working hard to understand our customers' requirements and give the best customer service possible.

**EMPOWERING**

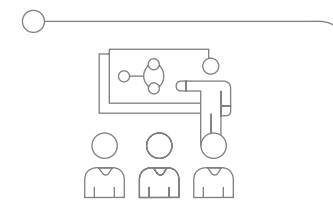
**OUR PEOPLE**

**Providing the best possible customer service is at the heart of our business and we are here to make our customers' lives easier as they go through stressful life events.**

By recruiting on personality, our staff are naturally empathetic, providing the very highest levels of customer service. We can teach them the skills required for the day-to-day but the supportive nature of our brand is embodied by our people and their personalities.

We measure customer service standards through a programme of mystery shopping and customer feedback surveys. Over the past year we have achieved a net promoter score of over 79.

Our customer feedback is testament to this, showing extremely high levels of satisfaction. We have over 1,300 TrustPilot reviews rated as "Excellent", scoring 5 out of 5 stars. Our customers have generated over 5,400 Google reviews with an average rating of 4.6 out of 5.



**Personal development**

We invest significantly in the training and development of our people.

Our people are our brand.



**Real time feedback**

Highly rated customer reviews and mystery shopping help maintain our standards to provide the very best in customer service.



**Recruiting on personality**

We think brilliant service starts with a warm and friendly personality, which is what we look for when recruiting.



**Five star service**

All of our people share a passion for delivering the service our customers deserve, helping them get through stressful life changes such as moving home.

Our people are key to our success

**We run extensive training programmes to develop and nurture our people.**

**25**

Store team members promoted in the year.

