

# Excelling.

Delivering exceptional customer service remains a core focus, driven by our people, their commitment and the strong customer-led culture across Big Yellow.

## Technology enabled, people led service

Having teams on-site seven days a week remains critically important to our business. While we have invested in the automated onboarding for new customers, we cannot overstate the value of our people. Customers, particularly businesses, benefit from in-person support, on-site. Our continued investment in technologies such as remote security monitoring, access control and digital onboarding frees store teams to focus on delivering exceptional service and keeping our stores safe, secure and well managed.

## Service that sets us apart

Our friendly and helpful store teams consistently deliver the highest standards of customer service. From the outset, our strategy has been to achieve this through a strong culture and engaged, motivated employees. We recruit for personality over a CV, recognising that many customers are new to self storage and often going through stressful life events. Exceptional service starts with a warm, empathetic personality – central to our recruitment approach. This is reflected in our results, with an average Net Promoter Score in the year of 85.

This is further evidenced by over 45,000 Google reviews and more than 5,200 Trustpilot reviews, both averaging 4.8 out of 5, with Trustpilot ratings classified as “Excellent”.



## Your feedback matters



**4.8 out of 5**

Trustpilot: 5,200 Reviews.  
Rated "Excellent"



**85 NPS**

Net Promoter Score



## People, culture and development

We are committed to developing our people through ongoing training and support, ensuring teams have the skills and confidence to deliver consistently high standards. This is underpinned by a strong, inclusive culture that keeps employees engaged and aligned to the business. A flat management structure encourages partnership, open communication and shared accountability.

Employees participate in corporate performance through bonus schemes and share incentives, alongside a range of benefits, including an additional day's holiday for birthdays and recognition for exceptional service.

We provide a range of online and in-person training, while regular feedback, employee surveys, Town Halls and Director store visits ensure we remain closely connected to our teams.

