

# Atmosphere CPaaS streamlined and consolidated solutions improving operations and customer experience 24/7/365

Life Storage, Inc. (Life Storage), a BBB A+ accredited business located in Buffalo, NY, is a real estate investment trust focusing on self-storage properties across the United States.

## Challenge

Operating more than 1,000 locations and acquiring multiple other companies, Life Storage sought to consolidate communication vendors and platforms while reducing inefficiencies. The single unifying provider also needed to meet Life Storage's reliability, cloud compatible, security, and automation requirements. Plus, the vendor needed to have capabilities necessary to grow with the company.

## Solution

When looking for a single, secure provider to consolidate its platforms, Life Storage relied on partner recommendations to determine a short list of potential providers. "We talked to a few of our trusted partners, and IntelPeer was a name that kept coming up, which is why we started to look in that direction," said Jeff O'Donnell, Vice President of IT. IntelPeer met all the company's requirements and created a trusting rapport with O'Donnell. He recognized that Atmosphere CPaaS had many features like

# Case Study

Smart IVR, Managed Services, and AI automation that would allow Life Storage to grow beyond the capabilities they currently utilize. Plus, Life Storage employees embraced the simplicity of the platform's interface, navigation, and execution. During implementation, which occurred during the breakout of the COVID-19 pandemic, projects slowed but "IntelPeer never skipped a beat. They were ready for us. We ramped up in time, and they were ready for us when we went live," states Chris Vandrei, Director of Network Services.

## Results

Since the implementation of IntelPeer's solutions, Vandrei's world has changed for the better, with fewer late night or early morning troubleshooting calls.

With the application of IntelPeer's CPaaS platform, all of Life Storage's communications tools are now managed under one unifying platform. The successful consolidation allows the Life Storage team to do more with less, reports O'Donnell. IntelPeer's cloud platform supports many back-end processes including operations and customer care. Plus, unlike with previous providers, call center feedback is positive with no channel or SIP trunking issues, supported by IntelPeer's 99.999% uptime and a triple-redundant network.

Moving forward, Vandrei and O'Donnell plan to take Life Storage's communications to the next level. They look forward to optimizing automation with IntelPeer's Managed Solutions team. Smart IVR will soon help customers quickly navigate through the contact center helpdesk. Vandrei and O'Donnell's now have time to dive into Atmosphere Insights® and find ways to elevate Life Storage's customer experience to even greater heights.

“The people we work with have made us feel good about doing business with IntelPeer. You know, you need to feel good about the team you're going to work with if you want to expand with that company.  
– Jeff O'Donnell, Vice President of IT”

“[IntelPeer's] reputation preceded them.  
– Jeff O'Donnell,  
Vice President of IT”

“You still can code, but you don't have to in order to get things up and running. You don't have to be a voice engineer, if you will, to get something off the ground.  
– Chris Vandrei, Director of Network Services”

“You can tell that [IntelPeer] value[s] our business with them from the top on down. ... You can just tell that they care about Life Storage as a customer.  
– Jeff O'Donnell, Vice President of IT”