

Bringing Self Storage to Life from the comfort of your sofa! Attic Self Storage introduces the first virtual reality enabled store tours and is shortlisted for an industry Innovation Award.

Submitted by: Attic Self Storage

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If you've never been inside a storage unit then you might just be surprised what they can look like. At Attic Self Storage you'll find a light, airy, clean and modern environment - probably not what you'd have expected from a self storage company. Now you can check this out yourself from the comfort of your sofa via the new VR enabled store tours on www.atticstorage.co.uk.

Using self storage for the first time can be daunting, mainly because many have little idea of what to expect or how the process works. The team at Attic Self Storage want to tackle this issue head on with the launch of their new VR enabled store tours, enabling viewers not only to see what the inside of each facility looks like, but also what different sized units look like and how much you might fit in each one and much more.

Attic Self Storage is aiming to really simplify the storage process and feel that this is an area in which the use of VR can deliver real customer benefits, saving time and providing information and reassurance to customers. The VR content aims to bring the instore experience directly to customers without the need for coming into the store.

The store tours can be accessed from the location pages on the Attic Self Storage website either at <https://vr.atticstorage.co.uk/AtticKingsCross360/> or at <https://vr.atticstorage.co.uk/AtticBow360/> While these are tailored for the VR experience using proper VR headsets, the tours are accessible to anyone using a mobile or desktop.

Frederic de Ryckman de Betz, CEO of Attic Self Storage says, "We know that estimating what size unit you need is a key challenge for our customers. Our staff are of course, always on hand to help in store or on the phone, however we know that visiting store is not always convenient. We wanted to be able to help our customers understand what they might need from the comfort of their own homes should they wish. Our aim is to really deliver an exceptional storage experience for our customers."

FEDESSA, the Federation of European Self Storage Associations, clearly recognizes the benefits that this new approach brings to the industry and have short-listed Attic Self Storage's VR tours for the innovation award in the upcoming annual conference.

This launch builds on successful innovative firsts in the past from Attic Self Storage including being the first operator to introduce LED lighting in 2012, and their fully automated online-check-in & account management service in 2016. Online check-in means that customers can save valuable time when moving in to storage as every aspect of registration, including signing a contract can be done online in advance, while ongoing account management remains a cinch.

So go ahead, we encourage you to be nosy, don your VR goggles and have a look around – even if you don't need storage at the moment! And don't worry, you can still see the video content even if you don't have your own goggles!

Attic Self Storage provides personal and business self storage with a difference in London. Their facilities are clean, secure and easy-to-find and customers enjoy 24 hour access as standard across all sites so customers can access their things whenever they like.

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