



Case Study: Veritape and Mobile Mini, inc.



1. The Client

2. The Challenge

3. The Solution

4. Conclusion

1. The Client

Founded in 1983, Mobile Mini is the world's leading provider of portable storage solutions through a lease fleet of over 270,000 portable storage and portable office units. The company went public in 1994 and now trades on NASDAQ under the symbol MINI.

2. The Challenge

Monitoring and assessing calls is key to Mobile Mini's ongoing staff training and development, playing a major role in the day-to-day running of the business. In the company's US locations, call recording has long been a tool to provide its training and coaching company with full access to all calls for sales mentoring.

Well aware of the benefits which monitoring technology can provide, the company sought to implement a robust system to service their 18 sites across the UK, Ireland and the Netherlands. Mobile Mini was looking for a cost-effective, reliable and future-proof solution, while hoping to avoid the huge commitment and capital expenditure involved with hardware.

3. The Solution

Mobile Mini identified Veritape as a key player for call recording technology. Singled out as a globally unique

software system, sold through a low-risk rental model, Veritape provided a highly financially efficient answer to Mobile Mini's needs and offered a fresh, flexible alternative to its US hardware-based

supplier. Comprising a series of modules, the technology offered a leading-edge call recording solution for both the immediate requirement and for the future.

David Martinez, Applications Development Manager for Mobile Mini comments on this crucial benefit: "*We usually capitalize hardware and software purchases, but in this case the rental pricing model made it so much easier and meant we didn't have to invest a lot of money in new equipment. In today's economy that's important.*"

The Veritape solution enables Mobile Mini to mentor and train sales staff so they can be more successful, and to provide better customer service and resolve disputes, which in turn benefits the company as a whole.

David Martinez explains: "*Veritape is very critical to the success of our business. Proactive training of sales staff means better staff retention and ultimately more potential revenue. We often have changes in personnel, from new starters to internal staff promotions, and Veritape allows us to easily mirror this with a very simple, speedy and inexpensive adjustment.*"

4. Conclusion

Mobile Mini has been utilizing Veritape's core call recording module for 5 months. As the business or customer changes, it regards Veritape as a key partner for developing new tools to help with these transitions. Beyond the basic need for call recording, Mobile Mini plans to extend its implementation of the Veritape

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solution by integrating the Call Tagging module. This will provide further key management information, to help continue improving Mobile Mini's market share and customer care.

Veritape's own excellent customer care is a key factor for Mobile Mini's choice, describing Veritape staff as "*highly responsive, with a strong diligence to satisfy its customers*".

Veritape successfully provides Mobile Mini with a cost effective and flexible solution to their long term call recording needs.

www.veritape.com

www.mobilemini.com

About Veritape

- > Veritape was founded in 2001 by business partners James Heath and Cameron Ross
- > UK based, privately owned company with offices in Manchester and St Albans, Hertfordshire.
- > Veritape's customer base is broad, spanning many sectors including motor, financial, retail, health and local
- > government. Examples include: Jaguar, Orange, Photobox, Porsche and Travelodge

For further information or additional case studies call 0845 899 5500 or visit

www.veritape.com/about/contact-us