

21/01/2025 YSN Chat GPT Presentation

5 Take Aways

- Set up Memory function in settings.
- Ask ChatGPT to ask you questions to help it better understand your knowledge and/or what you are trying to achieve.
- Tell ChatGPT who it is – for example an expert in contract law – and then ask the question.
- Ask ChatGPT to rewrite in UK English. (If you read its response and notice American wording)
- Use ChatGPT to create a prompt or prompts for creating imagery through other AI image generation tools. (for example Midjourney and Canva)

Prompts & Responses

Chat 1 - Prompt:

I'm live hosting a webinar on Zoom to the Young Storage Network in the UK. The Young Storage Network are a group of industry professionals in the self storage industry with roles spanning marketing, operations and leadership. Today we are discussing practical uses of ChatGPT within our daily roles. Please can you list 5 examples of practical uses for us in brief. Then we can dive deeper into each one to explain and demonstrate how it works and what the results will look like. Firstly before we start, please can you confirm that you have understood the question and if necessary ask any questions you feel might better help your understanding of what we are trying to achieve.

Response:

Got it! You're hosting a webinar for the Young Storage Network in the UK, focusing on practical applications of ChatGPT within their roles in the self storage industry. You'd like five brief examples that can be expanded upon during the session with demonstrations and expected outcomes.

Before I proceed, a quick clarification—are you looking for examples tailored specifically to self storage operations (e.g., customer service, lead generation, etc.), or should they cover general business functions that can apply across various roles like marketing, operations, and leadership? Let me know if there's anything specific you'd like me to focus on.

Prompt:

Please make it specific to self storage operations

Response:

Thanks for the clarification! Here are five practical ways ChatGPT can be used in self storage operations across marketing, operations, and leadership roles:

1. **Customer Query Handling & FAQs Automation**

- Use ChatGPT to handle common customer queries via email, chatbots, or even draft responses for staff. This can improve response times and consistency in dealing with inquiries about unit sizes, pricing, and availability.
- *Demonstration:* Show how ChatGPT can generate instant, accurate responses based on a set of common FAQs.

2. Marketing Content Creation

- Generate engaging marketing materials such as blog posts, social media content, email campaigns, and promotional materials tailored to seasonal trends or specific customer demographics.
- *Demonstration:* Create a social media post promoting a seasonal discount and an email campaign targeting potential customers.

3. Operational Task Automation

- Draft standard operating procedures (SOPs), checklists for site inspections, and training materials for new staff based on company guidelines and industry best practices.
- *Demonstration:* Generate a step-by-step guide for handling a customer move-in process.

4. Competitor Analysis & Market Insights

- Analyse customer reviews, competitor websites, and industry reports to gain insights into market trends and customer expectations, helping in strategic decision-making.
- *Demonstration:* Summarise key takeaways from competitor reviews and suggest improvements for your own business.

5. Customer Retention & Engagement Strategies

- Create personalised follow-up messages, reminders for renewals, and loyalty programme suggestions to boost retention rates and customer satisfaction.
- *Demonstration:* Develop a script for a customer follow-up call and personalised email content for retention.

Would you like me to expand or adjust any of these based on your audience's specific needs?

Chat 2 - Prompt:

I am a store manager working for a self storage company in the UK. I am looking for practical uses of ChatGPT that can help me in my daily role. Ask me 5 questions to help you better understand what I am trying to achieve, before giving me some practical uses.

Response:

Got it! Here are five questions to better understand your role and how ChatGPT can assist you effectively:

1. **What are your main day-to-day responsibilities as a store manager?** (e.g. customer service, sales, operations, reporting)
2. **Do you currently face any challenges or time-consuming tasks that you'd like to streamline?** (e.g. responding to enquiries, tracking inventory, scheduling staff)
3. **How do you currently manage customer communications and queries?** (e.g. email, phone, in-person, social media)
4. **Do you regularly work with data, such as sales reports, occupancy rates, or financial performance? If so, what kind of insights are you looking for?**
5. **Are there any company policies or industry regulations you need to follow that could benefit from automation or quick referencing?**

Let me know your answers, and I'll suggest some practical ways ChatGPT can help!

Prompt:

1. Customer service, cleanliness of site, sales.
2. Responding to enquiries
3. Email, phone, in person and social media
4. Yes I work regularly with the data for the site, mostly occupancy rates, number of enquiries and conversion rates
5. We are members of the Self Storage Association and work to their standard operating procedures

Response:

Thanks for sharing! Based on your role and challenges, here are some practical ways ChatGPT can assist you in your daily tasks:

1. **Handling Customer Enquiries Efficiently:**
 - Drafting quick, professional email and social media responses to common queries (e.g. pricing, availability, unit sizes).
 - Providing template responses for FAQs to ensure consistency across platforms.
 - Helping with phone call scripts to ensure all key details are covered during conversations.
2. **Sales Support and Lead Follow-ups:**
 - Generating personalised follow-up emails for potential customers who've enquired but not yet booked.
 - Creating persuasive messages to upsell larger units or additional services.
 - Assisting with scripting for promotional social media posts to attract new customers.
3. **Data Analysis and Reporting:**
 - Summarising occupancy rates, enquiry trends, and conversion rates to help identify patterns and improve sales strategies.
 - Offering insights on performance against key targets and suggesting actions to improve.

- Creating easy-to-read reports to present to higher management or team meetings.
4. **Site Operations and Task Management:**
- Generating daily checklists for site cleanliness and maintenance.
 - Creating standardised procedures for staff to ensure consistency in operations.
 - Providing quick references to Self Storage Association guidelines when needed.
5. **Staff Training and Support:**
- Drafting training materials or guides for new team members covering sales techniques, customer service tips, and operational procedures.
 - Helping create quizzes or knowledge checks to ensure staff understand key processes.

Would any of these suggestions be useful to you?

Chat 3 – Prompt:

I have a container self storage facility in the UK and I am looking to promote the security of our facility as we have 24 hour CCTV that is monitored by an external agency. Please create me a prompt that I can use for an image creation tool so that it can create the visuals for the campaign that will go out on Facebook and Instagram.

Response:

Here's a prompt you can use for an image creation tool to generate visuals for your security campaign:

ChatGPT created Prompt:

"Create a professional and eye-catching digital image promoting the security features of a UK-based container self-storage facility. The image should highlight key security aspects such as '24-Hour CCTV Monitoring' and 'Externally Monitored Security,' with a focus on safety, trust, and peace of mind. Include visuals of high-quality CCTV cameras, secure storage containers, and a professional monitoring team watching over the site. The setting should appear clean, well-lit, and modern, with a professional and reassuring tone. Add text overlays with bold, clear phrases such as '24/7 Surveillance for Your Peace of Mind' and 'Secure. Safe. Monitored.' Use colours that convey security and professionalism, such as deep blue and grey, with a touch of green for trust. The image should be optimised for social media, suitable for Facebook and Instagram, with an engaging layout that attracts attention quickly."

You can tweak it based on your brand colours or any specific visual style you prefer. Let me know if you'd like further refinements!