



QUICK RESPONSE NEWS

Are We Reaching Your Customers?



It is important to adjust our traditional thinking to a more modern approach when it comes to notifying your customers. What does “Notify” mean? Notification is the attempt by the supervising station to reach a subscriber or contact list member, by means of a telephone call, voice contact (IVR) or other electronic means such as email or SMS text message. All these methods are approved by Standards writing organizations and used in industry best practices. We find that industry wide, fewer people are answering the phone. In fact, over 70% of phone calls are not even answered, making alternative notification methods more efficient and effective. Many of these notification options are less intrusive than a phone call and still relays all the

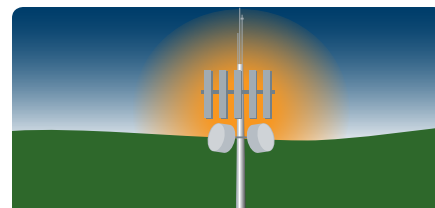
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necessary information to the subscriber and contact list. In order for these tools to work effectively, it is critical to use the Dealer Portal to make sure your data is up to date. The phone number type needs to be accurate for SMS as well as adding email addresses for those who wish to utilize the email option. Asking us to send low-priority notifications to your customers via SMS or email, will ensure your

customer receives a timely notification of an event at their protected premise. You are also granting your customer the knowledge that if they receive a call from us, it is a priority call, not “just a trouble”. SMS notification allows the Central Station Operations to work more efficiently, while low priority events such as Low Battery, among others, are instantly sent directly to your customer’s cell phone. That is why it is critical to find out how your customers would like to be reached. We are rapidly expanding our SMS, Email, and IVR capabilities. In many cases, an SMS or email will reach the customer faster and more effectively than a traditional phone call. Please contact Dealer Services at 1-866-662-7470 to get set up today!



10-Digit Dialing Transition



Cellular Sunset

The 3G/CDMA sunset is fast approaching and it is critical that you start to transition your customers to 4G/LTE radios. AT&T is calling for a sunset date of February 22, 2022 and Verizon is calling for a sunset of December of 2022. LTE cellular communicators are available from multiple manufacturers including AlarmNet, Telguard, and Connect 24. We are a reseller for all of these services. Not sure which product might be the best fit or unsure of pricing? Give our sales department a call to help guide you through your options. Let Quick Response help provide you with a solution for your cellular needs.

Please contact our Sales Department for more information:

Sales Department 1-800-462-5353

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There are 37 states and 83 area codes that will transition from 7-digit dialing to 10-digit dialing because of the implementation of the 988 access to the National Suicide Prevention Lifeline. If any alarm panels are dialing out seven digits now, they must be reprogrammed to dial out a ten-digit number which includes the area code plus telephone number.

If any of your panels dial a 7-digit number, you will be impacted, even if those numbers are forwarded.

Such updates or reprogramming must occur between April 24, 2021 and October 24, 2021 (the permissive dialing period).

The mandatory dialing date is October 24, 2021.

No change is needed if the alarm panels are currently dialing out ten-digits, or if they are dialing out a toll-free number (800, 888, 844, etc.) to reach Quick Response.

For more information, please visit: https://nationalnanpa.com/transition_to_10_digit_dialing_for_988/index.html

For a list of affected area codes please visit: https://nationalnanpa.com/pdf/PL_556.pdf

In July of 2020, the FCC adopted a new order to approve the designation of 988 as the 3-digit abbreviated dialing code for the National Suicide Prevention Lifeline. This order will require all telecommunications carriers and VoIP providers to make network changes that will result in the 83 area codes being transitioned to 10-digit dialing. The mandatory dialing date is October 24, 2021. Below is a list of affected states and area codes.

For more information on the Implementation Schedule, please visit https://www.nationalnanpa.com/pdf/PL_544.pdf



We Can Save You MONEY!

Looking to retire or sell some of your accounts? Looking to buy some accounts? Have accounts at another Central Station? We can save you money! Ask us how — we can help!

Please contact our Sales Department for more information:

Sales Department
1-800-462-5353

Andy Ramos
andy@quickresponse.net

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brandtp@quickresponse.net



alula™
Professional Smart Security

Don't settle for accounts with outdated security technology

Upgrading is easier with Alula

Alula is the one-stop shop for all your professional security, video and automation needs.

By choosing one partner for everything from panels, communicators and sensors to network and app, you'll keep pace with innovation and always know where to turn for help. Built for professionals, Alula is 100% partner-focused and never sells directly to the end user.

SPECIAL OFFER: \$99 Sunset Rebate!

Receive an automatic \$99 service credit for every Bat-Connect Communicator used to replace a sunset device. Only Alula can give you 18 months of free service on a 5G-ready communicator. Own the sunset with Alula!

1-888-88-ALULA

alula.com

ASAP to PSAP

How do you benefit? The Automated Secure Alarm Protocol (ASAP) was launched in 2011 as a public-private partnership. It is designed to increase the efficiency and reliability of emergency electronic signals from monitoring companies to PSAPs (Public Safety Answering Point). ASAP utilizes ANSI standard protocols developed cooperatively by the Association of Public-Safety Communications Officials (APCO) and The Monitoring Association. With ASAP, critical life safety signals and accurate information are processed in seconds, not minutes, through the Nlets system of state-to-state PSAP communication, insuring that complete and accurate information is transmitted to the PSAP every time.

Quick Response is pleased to announce that we have gone live with the following PSAPS:

Ramsey County, MN
Anoka County, MN
Raleigh-Wake County, NC
Hamilton County, OH
Cumberland County, PA
Marion-Indianapolis, IN

Quick Response is currently testing with the following PSAPS:

Cincinnati, OH

Alula

We are proud to now be an official partner with Alula, providing single-source billing for Alula Security Professionals. Alula reduces the cost of account ownership and accelerates your business growth. When you partner with Alula, you simplify your life. No issues with finger-pointing, buck-passing, or who to call when you have a question. From gear to services to network, you get an end-to-end solution with a single accountable partner. All Alula products are backed by an industry-leading warranty. No other manufacturer even comes close. They offer a 5-year warranty on their core products and a 2-year warranty on cameras and touchpads, more than twice the industry average. It is all part of Alula's promise to their partners.

Valuable Phone Numbers

Save time by calling directly to the proper departments:

Dealer Services: 1-866-662-7470
to put account on test, get account specific information.

Central Station: 1-800-233-9500
to call directly into Central Station and to report a false alarm.

Billing Department: 1-800-462-5353
for any questions you may have regarding your invoices or to make a payment.

Quick Response

750 W. Resource Drive
Cleveland, OH 44131

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Toll-Free: **1.800.462.5353**

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Spring is here!

Spring is a great time to take stock of your business as well as do a little “spring cleaning”. Take the time to evaluate where your business is and where you want it to go in 2021. As we can see the light at the end of the tunnel with the pandemic, we can look forward to all the opportunities for growth in 2021. Some items to review during your spring cleaning:

- Make sure your contracts are up to date.
- Look to see where you can expand your offerings, while still focusing on what you do best!
- Review cellular units and create a plan of action for technology sunsets.
- Stay up to date with new technologies and offerings. Make sure your technicians receive the necessary training to stay current as well.