



QUICK RESPONSE NEWS

Quick Response Has an App for That

Quick Response is launching two newly-designed mobile applications to provide convenience and peace of mind for dealers and end-users. QRLink is an application for dealers and technicians that will allow them to communicate

directly with the central station from their smart phone or other mobile device. Now dealers will be able to instantly place and test accounts, view account activity and make account changes—to name just some of the functions—from the field or anywhere they are. Of course, dealers can continue to use our Web-based portal as well.

After initial login setting preferences are entered, QRLink will display account information through a series of easy-to-use navigational screens.

QRLink is available for both Android™ and Apple™ platform devices. After initial login setting preferences are entered, QRLink will display account information through a series of easy-to-use navigational screens. Detailed account information that will be available includes:

- Directions
- Contacts
- Notes
- Equipment
- Zones
- History

The second Quick Response application was designed for end-users. This dispatch notification app gives end-users the ability

Both new applications are user-friendly software designs developed by one of the leading software design firms in the monitoring industry.

to receive immediate notification as soon as an event happens on their premises, whether it is a fire, burglary or medical alarm. They can then either request a dispatch or cancel a dispatch request directly. By eliminating the “middle man” phone call to the dispatcher, the response time will be greatly enhanced.

Both new Quick Response applications are user-friendly software designs developed for us by one of the leading software design firms in the monitoring industry. Give our new Dealer Services Department a call today, and we will gladly set up a demonstration for you.

Attention Dealers!

Please send an email to Quick Response **TODAY**, but before September 30, 2013.

info@quickresponse.net

Please type “**My EMAIL**” in the subject line.

We will be using Constant Contact to keep you informed of **IMPORTANT** topics that will affect your business in the future.



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New Dealer Services Department Makes Your Job Easier

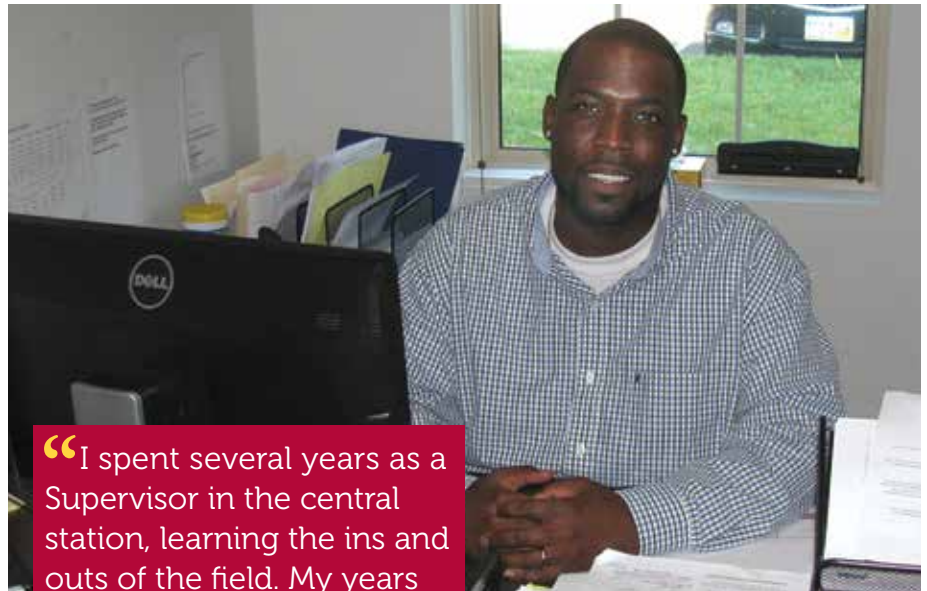
Miguel Smith Becomes First Dealer Services Manager

Stephen King once said, “Amateurs sit and wait for inspiration, the rest of us just get up and go to work.” Those that stand above those that just go to work are those that find ways to work at a higher level of productivity and maintain success. That being said, Quick Response is proud to present its new Dealer Services Department.

Our recent move into a larger facility has allowed us to find new and improved ways to better serve our dealers, technicians and, ultimately subscribers. The primary advantage of this department is to facilitate and streamline communication with dealers and technicians. Dealer Services is exactly what the title implies—serving all the dealers’ needs. Account data changes, testing and history review are among the duties of Dealer Services, where previously some of these tasks were handled by Central Station and other departments.

These changes have had a profound effect on Central Station operations. Dispatchers focus their efforts on handling alarm signals, improving efficiency, accuracy and reducing response times. Ultimately these changes will help reduce errors and build stronger relationships between subscribers and dealers.

Our longtime Dealer partners will be happy to learn that Miguel Smith has been promoted to Dealer Services Manager. Miguel has been a valued Quick Response employee for many years, learning the business from the ground up. Miguel was happy to share his Quick Response history and his enthusiasm for his new position and how it will be a win-win experience for Quick Response customers.



“I spent several years as a Supervisor in the central station, learning the ins and outs of the field. My years of hard work paid off when I was offered the position of Dealer Services Manager.”

Asked about his previous background with Quick Response, Miguel stated that he left the U.S. Post Office when he was only 23 because he didn’t find it challenging enough, and he wanted to work with people on a more personal level. Of his first job at Quick Response, Miguel said, “I was hired as a dispatcher, having always being fascinated with electronics and how they work and communicated. I began to love my new job.” It wasn’t long before his aptitude for the work was noticed, and he was promoted to another department where he gained a different kind of experience: “I spent several years as a Supervisor in the central station, learning the ins and outs of the field. My years of hard work paid off when I was offered the position of Dealer Services Manager.”

Miguel is thriving as Dealer Services Manager, and he is even happier for the way the new department will help dealers and technicians. He commented

on the personal satisfactions of the job, “It helps to get to know a lot of people, and it makes me feel good when I’ve answered all the installer’s questions to the best of my ability, and we both disconnect with a smile.”

Miguel finds it interesting to answer different types of questions and help people solve different problems. He said, “I love learning as I work. My job satisfaction stems from the fact that I get to have a hand in letting the installers know the features, programs and set-ups we have available.”

In his spare time, Miguel treasures his time with family, noting, “Making visits and calls daily to my Mom and siblings is very important to me.” He loves watching TV and movies, especially comedies, thrillers and horror movies. Miguel is also a big fan of many types of music, including 60s and 70s solid gold music, sometimes classic music, and he is really a fan of Brian McKnight, Babyface, Beyonce and Chris Brown. He also admits to loving to sing himself, saying, “I’m always at someone’s karaoke party with a mic in my hand!”

Welcome Renee Trebec, QR's New Sales Manager

There's a New Sheriff in Town!

We would like to welcome and introduce you to Renee Trebec, our new Sales Manager. Renee was hired specifically to be Quick Response's Sales Manager for Northern Ohio, Western Pennsylvania, Indiana, Illinois and Michigan. Renee is uniquely qualified to provide help to dealers. Until she joined us, she was a customer for many years. Renee is an expert in the security industry, having begun her career in 1987. She has managed many departments, including central station, service, installations and operations.

Beyond that extensive experience, Renee has also been a sales representative, a project manager, and she has sold burglary, card access, closed circuit television and fire alarm systems. She has many career contacts in the security industry, as well as having made many friends among distributors and manufacturers' representatives over the years. You can be confident that, whatever problem or question you may have, Renee has the knowledge and experience to resolve it for you successfully. Renee commented, "I believe the main reason I was hired for this position is my ability to communicate with dealers on a technical level, as well as the ability to maintain the

"I am very excited and looking forward to working with all of the people at Quick Response and the opportunity to work with all the dealers."



relationship as a liaison between dealers and Quick Response. As technology changes, we will also have the ability to offer training to our dealers that will allow them the opportunity to expand their businesses, in areas of security, to their existing customer base."

When not assisting Quick Response dealers, Renee enjoys spending time with her husband Randy and two adult daughters. She reports proudly that one daughter is #1 in sales at a Columbus IT business and the eldest daughter is a 6th grade science teacher at Hathaway Brown Academy for girls. Renee is also a volunteer for The Gathering Place cancer organization and an advocate for children and animals.

Renee concluded, "I am very excited and looking forward to working with all of the people at Quick Response and the opportunity to work with all the dealers."

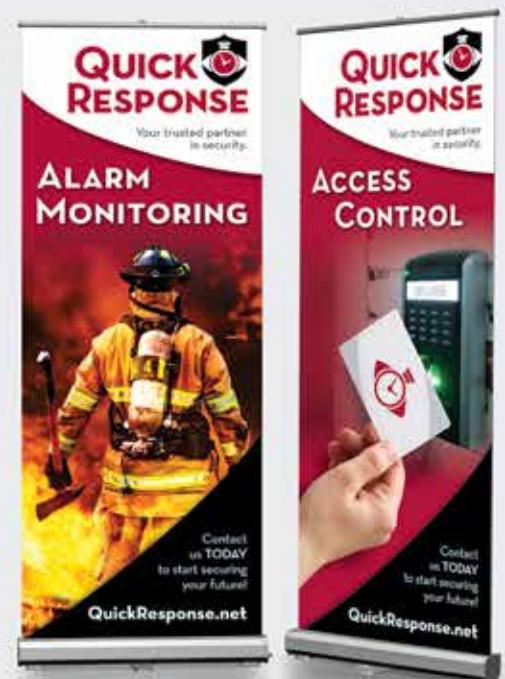
Renee is available at any time at Quick Response: 800.462.5353 or reneet@quickresponse.net.

Our Response is Red Hot

Many of you remember Quick Response's famous hot sauce, but our new hot sauce label has kicked it up a notch, to paraphrase Cajun chef Emeril Lagasse. Thanks to a new design, our fun new labels now convey how smokin' hot Quick Response really is, whether servicing alarms for fire, break-in or medical emergencies. The same great mouth-searing sauce is still inside, too.

Our new banners were flying proudly at the recent ESX Convention in Nashville. Each one illustrates a different area of monitoring expertise. We enjoyed visiting with old friends and getting to know new ones, while gifting one and all with a bottle of *Quick Response's Quick-N-Fiery Hot Sauce*.

No matter what the bottle looks like, the Quick Response recipe for success is the same: **A commitment to outstanding service for our dealers and their customers.** We know we have to earn our position as your trusted partner in security 24-7.



Margie's Corner

by Margie Orth

Iwould like to thank our Dealers for the patience and understanding you have given us during our moves. It was a bumpy road: new software, new phones, new personnel. Now that it's largely behind us, we can focus on the long-term benefits these changes will provide.

Our mission at Quick Response is to provide the quickest, most superior service possible.

For that reason, we would like to take a minute to introduce our Dealer Council. The purpose of the Council is to provide a forum for our Dealers to communicate with us in informal roundtable-type discussions. It is important for us to receive feedback

and constructive criticism to improve our service. This also provides us with a forum to investigate additional services and products that will ultimately help to grow your business and improve your bottom line.

“It is important for us to receive feedback and constructive criticism to improve our service.”

Stay tuned for your first invitation to our Quick Response “Brainstorming Sessions”. In the meantime, I would like to again express appreciation for all the patience and loyalty you have had for us since our move back in March. Quick Response is back on



track, and we are excited to be working with a potential that will grow with our dealers.

“Quick Response is back on track, and we are excited to be working with a potential that will grow with our dealers.”

Quick Response

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