



# QUICK RESPONSE NEWS

## Looking Forward to 2014 A Letter from the President, Jeff Cohen

**L**ast year brought a lot of change to our organization and we are stronger for it. We physically moved two central stations; we moved our corporate headquarters into a new building; we consolidated two separate computer systems into one; we installed more ancillary equipment than thought possible; and we introduced new services and features—all in one year. The closest analogy I can think of would be to compare 2013 to ripping a bandage off a wound...it wasn't going to feel good, but it had to be done. Our plans for 2014 are a little less grandiose; they are geared for improvement and growth.

### Interactive Services

Our plans include expanding on our service offerings. We currently resell interactive services from industry leading providers: AlarmNet, Connect24, Tellular. As these providers improve and offer additional features, we will make them available as quickly as we can.

In 2013 we released QRlink, our smartphone application for technicians. So far we have received extremely positive feedback from our customers who use it. We are working with our vendor to make improvements to this software to increase efficiency and add new features.

In the next few months we are planning on introducing another application, this

one designed and geared towards your end-users. The purpose of this new app is to give the end-user more control and improve their overall alarm system experience. The primary function of this app will give the user the ability to cancel and verify alarms at their location. We will have more information, as the release approaches.

### Improved Reliability and Redundancy

Telecommunications is the core of our business. Good or bad, for many of

reliability and redundancy with all of our third party service providers.

Improving cellular communication is not the only thing we are working to improve. In 2013 we started diversifying our phone services across additional providers, and are in the late stages of this project. We are now serviced by two local phone companies and four toll-free providers. This vendor diversification should improve overall reliability—we have the ability to move numbers between service providers and networks.

After years of planning and implementation, we are entering the final phase of completing our hot-redundant backup facility. Most of the

equipment has been installed and setup. We are waiting for the phone company to test the automatic failover capabilities of our circuits. Once that is completed we will start final testing.

### Operator Enhancement

One of the lessons we learned this past year was that our internal training programs could use improvement. A few months ago we brought in Central Station University, a professional training program, to train our Trainers. At the same time we hired a dedicated Training Coordinator to consolidate and facilitate our training efforts.

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our services we are at the mercy of the various phone companies. One of our objectives for this year is to do what we can to reduce some of our dependency while improving overall performance. We have started working with the various cellular providers to modify signal communication with us. Most recently we have started migrating some of our Tellular subscribers to send signals to us via the Internet with traditional phone lines as a backup. We already provide this redundancy with our AlarmNet subscribers. Furthermore, we have been testing with Napco and their StarLink communicators as well. Where possible our objective is to offer this level of

# Quick Response Resolves to Help Dealers Improve Efficiency & Increase RMR in 2014

**T**he new year is ripe with opportunities to improve current business relationships, recruit new customers, employ new security technology and enhance revenue streams (RMR). Recently the Quick Response management team came together to consider issues and feedback we received the past year from Dealers and brainstormed solutions that will allow us to work smarter and more responsively together.

Central Station Manager Mike Lamberson, Dealer Services Manager Miguel Smith and Sales Manager Renee Trebec have come up with some simple suggestions that will help Quick Response and our Dealers increase revenue, improve communication, respond to emergencies more efficiently and greatly reduce the number of false alarm situations that arise.

Each department has specific recommendations, but let's start with a short list of very important resolutions that will help Quick Response better serve our Dealers:

**1** Make sure your customers know their account number or password.

Quick Response has code cards for Dealers to distribute, if needed.

**2** If you haven't already done so, sign up for Quick Response's automatic email notifications for central station alerts. Please email us at [data@quickresponse.net](mailto:data@quickresponse.net) with the subject line "email notification list". You can also sign up by scanning the QR code image in this newsletter.

**3** Ensure that your service technicians deploy QRlink, our new mobile app.

**4** Contact Dealer Services for the most up-to-date alarm handling procedures and inform us of any changes in your subscriber preferences. (For example, if you do not want us to call your subscribers between 8 p.m. and 8 a.m. for low battery alerts.)

**5** Review the call list on your chain accounts. (Chain stores make a lot of changes between locations.)

**6** Update your customers' 2014 schedules, especially for holidays. Quick Response can't assume changes in holiday hours and must handle holidays as regularly scheduled days until given notice. This will eliminate a lot of unnecessary late-to-open calls.

## Communication Resolutions from Dealer Services Manager, Miguel Smith:

In 2014 Quick Response improving communication with our Dealers is one of our highest priorities. Keeping our Dealers current on central station scheduled events and important topics is crucial. For this reason, I can't stress enough how important it is to get on our email notification list. Sign-up now at: [data@quickresponse.net](mailto:data@quickresponse.net). We also recommend following us on Twitter for additional updates and notifications: @QRmonitoring

Every business has the goal of realizing more profit in 2014, and to assist our Dealers in giving them the tools they need to do that, Quick Response is in the process of scheduling regular training seminars. We will be expanding video, access control and interactive platforms. Don't miss these sessions to learn how new innovations can impact your bottom line.

Communication between Dealers and their clients is vitally important. For that reason, when new accounts are put on, be sure to test the panel and make sure all zones report and register properly.

Going forward into 2014, we want to stay committed to our Dealers. We want them to know Quick Response will be focused on long-term relationships by earning their trust and understanding their needs.

## Reminder Resolutions from Central Station Manager Mike Lamberson:

Recently the Cleveland area was buffeted by a winter storm with high winds, which caused thousands of alarm signals to report in with an unusual amount of HIGH PRIORITY signals. This caused the lower priority signals for trouble, low battery, AC fail and specialized supervisor signals that require customer contact to be handled later than normal.

Thank you to all our customers for your patience and understanding, while we worked very hard through the thousands of signals to make sure all HIGH PRIORITY alarms were verified or notified, as needed.

Please be sure to let Dealer Services know if you have subscribers with specialized supervisory signals that require high priority notification, so that when storms occur, we can ensure the automation system receives those signals as HIGH PRIORITY.



## Technology Resolutions from Sales Manager, Renee Trebec:

Quick Response and our Dealers must resolve to keep abreast of the new products and services available to customers in 2014. The net effect will be increased RMR and better service options for end users.

Quick Response has C24 Interactive to allow Dealers' subscribers to monitor their homes and businesses via their smart phones. This popular system lets customers view cameras, track who is going in and out, turn lights on, raise or lower temperatures and pretty much remotely control whatever they wish.

In 2014 Quick Response will offer packages to our Dealers, including:

- **One low price for basic monitoring and cellular back up**
- **PERS systems**
- **The ability to up-sell accounts with Internet and/or cellular monitoring**

One important resolution we all must follow through on is staying on the cutting edge of technology. Existing copper lines will become yesterday's technology. Cellular and/or Internet monitoring will provide peace of mind with faster communication to the central stations. As it stands today, copper lines are affected by many circumstances such as VoIP, changing carrier pathways, and upgrading equipment in the field.

The security industry needs to be in a position to offer more stable means of communication with the end users. Quick Response is available to help our Dealers accomplish this goal.

## Q-&-A with Marlee Harris [Training Coordinator]

One of the newest additions to the Quick Response crew, Marlee Harris has improved our training program in the few short months she's been with the company. She's been working tirelessly to ensure that new dispatchers are sufficiently prepared before jumping on the phones. But she took time out of her busy schedule to answer some questions about herself and her position.



“This new program is much more organized, and it gives new callers who are unfamiliar with this industry a background in what we do here. I feel that it's a more clean cut and professional approach.”

**Q.** First and most important question... Were you named after Bob Marley or Jacob Marley?

**A.** (laughs) Neither! I was actually named after Marlee Matlin, the only deaf actress to ever win an Academy Award. My mother was deaf, too, and that's just the name she gave me. It was between that and Shiloh. Come to think of it, they probably wanted a dog more than they wanted a kid.

**Q.** The position of "Training Coordinator" is new to Quick Response. Explain how the training procedure has changed since you came on board last summer.

**A.** It was a complete 180. This new program is much more organized, and it gives new callers who are unfamiliar with this industry a background in what we do here. I feel that it's a more clean cut and professional approach.

**Q.** And what prior experiences, workplace or otherwise, have prepared you for this new role?

**A.** I worked at Heinen's, [grocery store] for nearly eight years, and they're renowned for their customer service. They require you to take classes in customer service, and their teachers taught me how important it is. Also, I studied Public Relations at University of Toledo for three years, two of which I spent dispatching for their police department. I eventually transferred to University of Akron where I got my Bachelor's degree in Organizational Supervision. And now here I am.

**Q.** You've been organizing games and activities to keep spirits high among our staff. Why do you feel it's important to keep employees happy?

**A.** That's what makes people want to come to work. This can be an incredibly stressful job, and add in the stresses of home life, it can be overwhelming. Imagine a single parent, maybe working two jobs, never getting a break. But if they come into a positive work environment where everyone's friendly and gets along, that could be the break they need. And this may sound corny, but I've always said that if you can laugh together, you can work together.

**Q.** Quite corny, but quite true.

**A.** Quite.



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**In This Issue:**

A Letter from the President ..... 1

Quick Response Resolves to  
Help Dealers Improve Efficiency  
& Increase RMR in 2014 ..... 2

Q-&-A with Marlee Harris  
[Training Coordinator] ..... 3

Follow Us on Twitter ..... 4

New Website ..... 4

Central Station Alerts ..... 4



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**Looking Forward to 2014**

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These investments are starting to pay dividends. Internal turnover has decreased, operator training has improved, and most importantly, customer feedback is positive.

In this next year we will be expanding on this foundation. We are investing more into all forms of training, at all levels, from operator to technical training.

**Communication**

We appreciate feedback from every source: staff members, customers and vendors alike. Based on that feedback, one area that we have been a bit behind in is proactive communication. In the past six months we have taken steps to improve that as well. We now send notifications on critical, as well as maintenance issues to our Dealers.

These are available as both emails and on our Twitter feed. Internally we now publish a weekly newsletter to keep our staff members up to date on everything from birthdays to new customers to wellness initiatives. Your feedback on how we can improve communications is always welcomed.



Our customers are our lifeblood and we need to do what we can to assist our customers in growing their businesses. Ultimately we feel that these modest but fundamental improvements will help us grow our business in return. Aside from a few unusually cold days to start the year, the entire Quick Response staff is running hot with full steam ahead this year.