



QUICK RESPONSE NEWS

2014 Review & Looking Forward

At the beginning of 2014 I discussed with you where Quick Response is and how we were planning on moving forward throughout the upcoming year. I am proud to say that we accomplished many of our 2014 goals. Frankly we have more work to do. For 2015 we are continuing our journey of improvements and will build upon them.



Jeff Cohen President, Quick Response

Our Operators are the lifeblood of our company. Without well-trained, seasoned Operators we cannot perform to the level that our customers demand. In 2014 we expanded on the training initiative from the previous year. Once again we brought the professionals from Central Station University in to provide enhanced training; this time for our Supervisors. The purpose of this intensive course was to promote communication up and down the chain-of-command. At the same time we used the opportunity to empower our Supervisors with more authority

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and responsibility. As we find additional training opportunities for our staff, we plan to take advantage of those.

Another area that we spent much time and energy was reducing Operator turnover. While some turnover is inevitable, too much can impair the operation. In 2014 we saw our Operator turnover decrease by almost half compared with 2013. This allowed us to spend more time improving the existing staff rather than spending all of our efforts training new people. We are aiming for additional turnover reduction this year.

Most recently we have begun utilizing more of our internal tools for improving customer experience. Our call recording equipment was one of our most under-utilized tools. We have expanded its capabilities by incorporating operator evaluations and grading directly into the system rather than separate logs. This seemingly simple improvement has improved training and feedback for our Operators.

We continue to seek feedback from all sources; that will not change. We have

listened to the feedback that's been provided and made improvements in our operations. We continue to send email and Twitter notices when important events are happening that may affect you or your customers. This past year we hosted two major events at our Headquarters: our 2014 Dealer Summit, and our Holiday Open House. We also hosted a number of training events from different manufacturers that were well attended by Dealers in the area.

Our primary goal for 2015 is to expand on these activities and events to ensure that our Dealers are among the most informed best trained in the industry. We will accomplish this objective by expanding the use of our Twitter feed as well as publishing events and activities on our website.

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We have a number of projects on our list for the upcoming year. Some are already in process, whereas others will begin later in the year. Our top priority is to ensure that our customers are satisfied and that we meet and exceed their expectations. Your feedback is critical to our success.

Thank you for all of your support.

Videofied: What You Need to Know

With so many false alarms being reported every day, it's easy to see why alarm calls are becoming low priority for police departments. A standard burglary alarm signal may not always warrant a serious response to the police because, statistically, it was probably a mistake. However, if an alarm monitor told the authorities that they had video footage of someone breaking into a home or business, the police would respond much faster.

This is why we believe that Videofied is the one of the up and coming

technologies that greatly benefit our industry. When an alarm trips at the

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premise, strategically placed cameras record ten-seconds of footage of that

specific area. That footage is then sent to our central station where it can be viewed by a monitor. In the event of an actual break-in, this gives us the ability to actually report a physical description of the intruder to the authorities.

We've been talking about Videofied for a while, but only recently have our customers actually had the opportunity to offer it their subscribers. Numerous Videofied accounts are already active, and we hope those numbers continue to rise. Be sure to let your customers know about this exciting new feature today.

Put an End to Phishing with DMARC

We all know that technology is ever-changing. And with change, there will always be those who exploit holes in the system for their own personal gain. One method used by criminals is called

“phishing,” which is an attempt to gain personal information by disguising themselves, via email or the web, as a trusted source, such as your bank or your credit card company. In an effort to stop these scams, multiple corporations and service providers proposed a new standard called DMARC.

Domain-based Message Authentication, Reporting, and Conformance, or DMARC, is a proposed standard that is already being used by corporations such as Google, Yahoo, Microsoft, PayPal, Comcast, and many more. DMARC helps to prevent phishing by looking at the “from” field of an email and trying to match that to the authenticated domain of the sender. If these do not match, the email is either sent to a quarantine, or outright blocked. Emails blocked in this method never arrive in the end user's mailbox.

We see this situation occurring more frequently as of late. This appears to affect emails that are sent from our domain, but with your email addresses in the “from” field. For example, if your email address is alarmcompany@gmail.com and we

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are utilizing this address instead of our default “@quickresponse.net” the email may get rejected from DMARC adopters.

There are currently two ways to correct this: we can change the policy so that emails come directly from us, in which the sender and domain portions will match, or will you have to register this policy at <http://dmarc.org> and tie it to your domain (@123alarms.com for example).

The listed URL has much more information than contained in this article, and can answer many questions you may have in regards to this specification.



An Upgrade to Napco Netlink

For a number of years we have supported the Napco NetLink IP communicators. At the request of our Dealers we have completed an upgrade to this equipment. We now support the full UL 864/1610 capabilities of this technology. Now your Commercial Fire accounts can report using NetLink by Napco as an alternative to POTS lines.

According to the spec sheet from Napco's website, the Netlinks "communicate alarms over the internet or intranet



over a TCP/IP based network, securely using dynamic IP addressing, and can be used for primary and/or backup reporting." The Netlink is especially

useful for customers that are "faced with the absence and/or uncertainty of traditional telephone company telco/land lines."

If you have any questions about the Napco Netlink, feel free to visit their website www.napcosecurity.com, or give us a call and speak with our IT specialist Ben Loudermill for more info.

2014 Holiday Party

The food was plentiful. The conversation enlightening. The company was best of all. Thank you to everyone for joining us and making our annual Holiday Open House a fun and joyful afternoon.

A special thank you is deserved for the other sponsors: Security Source, DSC, Videofied, Premier Marketing, and Bosch. The generosity of these outstanding companies contributed to success of the event and the overall success of you, our Dealers and Integrators.

We hope that you make a point to join us for events like this in 2015 and beyond!



The food was plentiful!



The "Bosch" Guys.



Thank you to everyone for joining us!



Rich from Security Source and Renee from Quick Response.



Jennifer Badalich, Dealer Services Manager and Renee Trebec, Sales Manager.



Bosch with a dealer (BCT).



Kayla, Marlee, and Hayley from Quick Response.

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Recommended Goals for 2015

Whether you've stayed true to your New Year's resolutions or not, it's still early enough in the year to plan some new business goals for 2015. And because we here at Quick Response are always willing to help you out, we've thought up a few goals that could be beneficial for you.

- Diversify your base to both residential and commercial subscribers. This simple change can expand your business exponentially.
- Offer a wide range of services to attract the broadest clientele (check out our article on Videofied for one of our most exciting new offers).
- Keep your technicians up to date on the latest technology. Customers are always looking for the most cutting-edge products, so stay one step ahead. Check out the calendar on our website for upcoming training events.
- Control your debt and spend less than you make.
- Retain your RMR (and, preferably, expand upon it). The real value of your business is not how many installations you perform, it's the value of your subscriber contracts.
- Always look out for new potential sales.
- Contracts – this will be the single most important factor in evaluating your RMR, which is going to determine the value of your business and your ability to attract a buyer willing to pay top dollar. Contact our sales department for more information.

