



QUICK RESPONSE NEWS

Introducing Marty Borer [General Manager]



Marty Borer, General Manager

I wanted to take this opportunity to introduce myself as the new General Manager of Quick Response. While I am new to the Security and Monitoring Industry, I enter excited, eager, and motivated to learn the nuances of the industry while bringing a fresh perspective to continue the success and growth of the company.

I have over a decade of experience in Operational Management and have helped small and medium size businesses thrive under my tenure. I am, most recently, coming from the Information Technology industry; where I was managing a boutique firm that specialized in Mobile and Web Development as well as Staff Augmentation. I feel that this experience will blend well with all the cutting edge and exciting new products the industry is offering.

I believe an honest, customer centric approach is fundamental to a business's ability to flourish. As I have started

acclimating myself to the staff and my surroundings, I have no doubt that we are equipped to offer top of the line services, provided by an exceptional staff. Having a genuine customer focused approach is an intrinsic value present in a successful business.

Every organization is a living, breathing entity. My job is to identify the strengths, as well as the weaknesses. My responsibility is to eliminate those weaknesses, while nurturing and cultivating the strengths to create an environment that produces the highest quality service from a motivated and engaged workforce.

“We are here to provide the service and tools necessary for our dealers to excel and give the end-user professional and courteous service in their time of need.”

I, personally, am energized to continue and increase the successful relationship we have with our Dealers. We are here to provide the service and tools necessary for our dealers to excel and give the end-user professional and courteous service in their time of need.

I look forward to meeting all of our valued dealers over time and hope everyone has a great summer.

— Marty

Save the Date! Dealer Appreciation Golf Outing August 21, 2015

10 a.m. Shotgun Start

Contact Renee Trebec for more information:
reneeet@quickresponse.net



Quick Phone Reminder

At Quick Response we are not fond of automated attendants. They are a convenient tool, but we prefer to have our phones answered by a real person. Many of our customers feel the same. At the same time we want to reduce the likelihood that your calls may require transfers to a different department. Below is a cheat-sheet for direct access to our various departments.

Dealer Services:

- 866-662-7470
- 216-485-5505

Central Station:

- 800-233-9500
- 216-404-1500
- 216-741-0470

Administration & Sales:

- 800-462-5353
- 216-485-5500

Technical Tidbit

Reports from Central Station are critical to managing your subscribers. Alarm and Activity reports tell you about what is happening at your subscribers' premises. On the other hand the Late-to-Test report tells you the opposite; what isn't happening.

Quick Response suggests that subscribers be programmed with a weekly auto-test, or a monthly auto-test at minimum. All commercial fire alarm accounts must be programmed with a daily auto-test to comply with NFPA 72.

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The Late-to-Test (LTT) report is a vital tool for finding communication troubles in a proactive manner. The LTT report tells you which accounts have not sent a valid test signal, when the last signal was, and when it was received. These three points can tell a Technician a lot of information before they arrive on site. Did the subscriber change their telephone service? Was there a recent alarm and the panel has not reported since? Is there a trouble condition that is causing an abnormal “test” signal? All this information is reported to you via email on a daily basis.

The LTT report is a great tool for diagnosing communication troubles. Be sure to contact Dealer Services to have this report scheduled for you if you do not already receive it.

UL: What Does it Mean?

One of the first questions a prospective customer asks us is “is Quick Response UL Listed?” Our answer is most definitely “yes”. But what does that mean and why is this important to an independent alarm dealer? Underwriters Laboratories, better known as UL, is a regulatory and certification agency. All UL listed central stations are guided by one or more governing UL documents.



- **Why are fire alarms handled and prioritized before all other events?**
- **Why do we maintain redundant computer systems?**
- **Why do we track and maintain certain performance criteria?**

The Answer to these questions among many others; UL-827.

The UL-827 Standard describes all the minimum requirements a central station needs to comply with the listing. The document includes physical requirements for our building, such as wall and ceiling fire ratings. It addresses the safety and security of the occupants. Most importantly it addresses the how and why we run our business the way we do.

Recently Underwriters Laboratories released an updated version of UL-827. This new version makes a number of

changes to how we perform certain functions and activities. Over the next couple of years many of the new changes will be taking effect.

One of the most significant changes introduced into the new version is a calculation that determines the level of disaster recovery that is required by every listed central station. This calculation is based on the types of subscribers and activity load of those subscribers. For many central stations the results of this math may force them to make difficult decisions about the future of their operation, as it may require significant investments in facility, equipment, and technology.

Quick Response has already completed our initial calculation and are proud to say that we are well positioned to perform the necessary modifications to remain compliant. Further, we are committed to making the investments needed and at the same time investing in additional services and products to help our customers grow.

At Quick Response, we understand how quickly things change and that with new technology comes new challenges and standards of operation. We are dedicated to being proactive and progressing with technology to best position ourselves for the future. Your business is our business and we want to make sure we are leading the way to provide the best service at the highest level.

Our goal is become fully compliant with all the new changes as quickly as possible. This will ensure our customers that we have taken the steps necessary and with plenty of time to adapt before they become mandatory.

New AlarmNet Prices Help Sell Additional Services

We are pleased to announce that AlarmNet will be providing new and improved pricing moving forward across many of its key services. This action is being taken to aid your company in driving additional growth and profit using AlarmNet services.

One of the unique aspects of AlarmNet services is that they are offered in each of three configurations depending upon

the technology used for the installation. This provides you with an opportunity to select the right technology for a given application:



- Radio only
- Internet only
- Combination Internet and Radio

In addition to the overall new pricing, you will notice new price positioning

for our Combination services which is lower than our individual radio pricing. This is a fundamental change in AlarmNet pricing, making it more

cost-effective to provide services using combination Wi-Fi and cellular technologies at an installation.

Existing accounts will continue to use the old pricing structure.

Please contact us for updated prices.

Tidbits from Trebec | Runaway Signals



Renee Trebec, Sales Manager

Runaway signals are generated by the receiver when an account is generating a large amount of signals within a specific timeframe. In order to maintain clear and available receiver lines which allow signals to be processed in a timely fashion, it is imperative that we monitor our equipment for this type of event. If a runaway event occurs, the central station will notify the dealer upon receipt and after 2 hours if the system

has not returned to its normal condition. Dealer Services will then follow up the next business day.

“If a runaway event occurs, the central station will notify the dealer upon receipt and after 2 hours if the system has not returned to its normal condition.”

Unfortunately, some runaway signals can become excessive and impact the central stations ability to be productive. The excessive signals can clog receivers, delay more critical signals and slow an operator’s response time. Although the majority of the dealers respond immediately, we occasionally have some accounts that will send in thousands of signals for days and even weeks at a time. Regrettably, we must charge for these excessive runaway signals to cover our costs related to them.

We developed our procedures and protocols to assist dealers and give them

the best chance to handle the issue in an appropriate and expeditious manner. Quick Response, as security professionals, must meet or exceed protocol to insure these runaways are handled in a quick and prompt fashion. This will not only cover our contractual obligations, but also insure good customer relations.

Although we understand that there may be extenuating circumstances that delay the dealer gaining access to a facility, we ask that each incident be handled at the earliest opportunity.

“Our company goal is to maintain maximum customer service, making our customer base happy and loyal to Quick Response now and in the future.”

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Visit Us at ESX

June 24-26, 2015

Baltimore Convention Center
Baltimore, MD

Stop at our booth (No. 452) for
a FREE bottle of our famous

**QUICK-N-FIERY
HOT SAUCE!**



For full details on attending
this exciting event, visit
www.esxweb.com