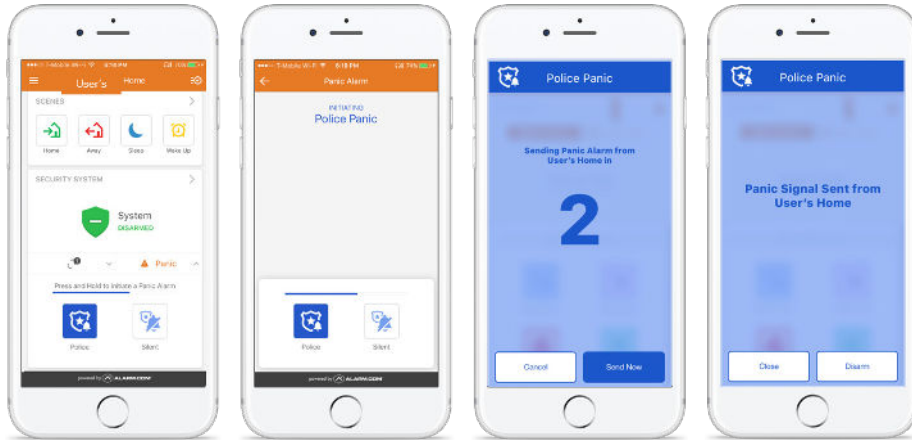




QUICK RESPONSE NEWS



Introducing Our Southern Territory Representative: Jerry Thomas



Quick Response is excited to introduce Jerry Thomas as our Southern Territory Representative. Jerry's territory will encompass Southern Ohio, Kentucky,

Tennessee, and West Virginia markets. Jerry will be a valued member of the sales team and his job responsibilities will include coordinating all sales / customer service activities within his territory.

Quick Response has hired Jerry to carry out our vision of reaching every single dealer in the territory and to deliver our message of offering superior customer service and advanced technological capabilities. Jerry has worked in territory sales and management for over 15 years. He is enthusiastic and excited about learning how things work from the Central Station perspective.

Jerry is a family man with seven, yes seven children. He is very proud of his wife and their family. Jerry enjoys fishing on and off the ice.

Please join us in welcoming Jerry. He will be working with the rest of our Quick Response team to provide you with superior customer service. You can reach Jerry at (865) 253-1745.

Alarm.com Integration

Quick Response is now able to take Cancel/Verify and In-App Panel Panic signals from the Alarm.com mobile app. Whether it is a panic alarm or a verified burglary alarm, we will be there. The end user will be able to cancel an alarm, or verify the alarm as actual directly from their mobile device, and we will react accordingly. An alarm verified as actual is escalated and a call

to the authorities is immediately placed, to get help to your customer as quickly as possible. If your customer marks the alarm false within the approved delay, the alarm is aborted, and no calls are made.

If you use Alarm.com and are interested in learning more, please contact us by phone or at info@quickresponse.net

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. Many households are getting rid of traditional home phones and simply using their mobile phone to replace them. In our Summer 2017 issue, we touched on "what does notify mean?" in which we discuss the various industry accepted processes that include email, IVR, and SMS. We find that industry wide, less and less people actually answer the 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 to get set up today!



Quick Tips from IT

VoIP related issues can affect all formats and panels, but Contact ID is the most heavily affected format. This is due to the nature of the DTMF that Contact ID utilizes for communication. You may see scrambled signals or test timers and O/Cs going into a runaway status. These are both symptoms of digital line or VoIP issues. If you suspect these issues on any of your accounts, please do not hesitate to contact Ben in the IT Department.

If you experience digital line issues on any of your accounts in Contact ID format we recommend trying the following troubleshooting steps in order:

- Program a different set of Toll-Free Numbers
- Attempt to use SIA or Pulse format.

If these steps do not correct the digital line issues, you may have to try a different communication method, such as IP or Cellular. Many Cellular providers also offer IP back-up as a second communication path. If this is available, we recommend utilizing this feature.

If you are installing an Alarmnet fire system, it will most likely have to be placed on our XB line for the Alarmnet receiver. Please contact Dealer Services or Ben in the IT Department if you have any questions regarding Alarmnet accounts.

Our Late to Test processing includes a 90 minute grace period to account for 25 hour testing and DST. If your panels have consecutive LTT signals, it will report 90 minutes later each event. Once the system tests correctly, the LTT processing will reset to the 90 minute window following the valid test time.

“Many Cellular providers also offer IP back-up as a second communication path. If this is available, we recommend utilizing this feature.”

Our website for the Dealer Portal is <https://stages.qrlink.com/StagesDealer/>. If you do not have a login for the portal please contact Dealer Services, or email them at Data@quickresponse.net to set up your credentials.

The portal offers many tools to help you keep track of your accounts. Login and take a look around. Give us a call if you have any questions.

Thinking about buying or selling accounts? A couple of quick tips:

Tip 1 **Contracts**
if you plan on selling, make sure you have new contracts to maximize your RMR and value. If you are buying, make sure that the contracts are good and executed properly to protect your return on investment.

Tip 2 **Use an attorney**
Engage an attorney familiar with the industry that can help maximize the sale and protect the buyer for a mutually beneficial sale.

Tip 2 **Due diligence**
Be sure to research the accounts you are buying to validate the contracts, RMR value, service contracts and upgrade potential.

If you are thinking about buying or selling accounts, please contact our sales department! Many of our clients are actively seeking opportunities. Our sales department can help match you with the right partner.

Contact Andy Ramos at andy@quickresponse.net or Karl Torok at karl@quickresponse.net for more information.

IVR Rollout

We are continuing our IVR (Interactive Voice Response) system rollout with low priority signals. The IVR system is able to process dozens of calls simultaneously; relaying signal information to a live person or leave a recording on voicemail and answering machines. We have already seen an

increase in operator efficiency and customer satisfaction by ensuring subscribers receive timely notifications during storms and other high activity period. Along with the IVR, we also have SMS and email notifications available for your subscribers. Please inquire with Dealer Services to get set up with any of these great options!



Open House

We want to thank all of the vendors and dealers who stopped by our Open House to make it another successful event! There was great food and great industry conversations. Quick Response will continue to create solutions that will enhance your business!



Dealer Goals for 2018

1 Diversify your base to both residential and commercial subscribers. This simple change can expand your business exponentially.

2 Focus on what you do best and try to expand upon those offerings to increase your consumer market.

3 Keep yourself and technicians up to date on the latest technology. The industry is rapidly changing and it is critical to stay on top of trends and new offerings. Customers are always looking for the most cutting-edge products, so stay one step ahead (Video, Home Automation, IoT).

4 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. Revisit your older customers and offer them upgrades with the newest technology.

5 Contracts – this is a critical factor in evaluating your RMR, which is going to determine the true value of your business and, if you are looking to sell, your ability to attract a buyer willing to pay top dollar. Contact our sales department for more information.

Quick Response

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Update on Uplink Service Issue



Uplink recently experienced an issue with some, but not all, devices whose serial numbers begin with 100 and 101. The issue occurred as the result of a maintenance upgrade on January 25th. A certain type of SIM card in some of the devices experienced a data fault. Devices that have reported since January 26th are not affected and require no action. Devices not installed and working on January 25th are not affected. CDMA devices are not affected. If you believe you have one of the affected devices there are three possible remedies. The 100 and 101 SIM issue may be resolved by repairing the SIM, replacing the SIM or by replacing the device.

The SIM repair procedure:

1. Obtain a new Uplink device with a serial number beginning with 577 or 588.
2. Remove the SIM card from the affected 100 or 101 device by sliding the SIM cover to the unlock open position.
3. Remove the 577 or 588 SIM from the new device and place it to the side as you will need to replace it later in that device.
4. Power down the affected 100 or 101 device.
5. Remove the 100 or 101 SIM from the

affected device and place it in the new device then lock it in place.

6. Power up the new device for 120 seconds.
7. Power down the new device and remove the 100 or 101 SIM.
8. Place the original 100 or 101 SIM back into the affected device and lock it in place.
9. Power up the affected device and after 2 minutes that device should be functioning properly.
10. Send a test signal to confirm the device is working.
11. Remember to replace the 577 or 588 SIM in the new device to restore it to its original state.

Note: Devices should be powered down any time you are installing or removing the SIM card.

The SIM replacement procedure:

Note: Only SIM cards provided by Uplink will work. Each device series (4530 series, 4500 series, 4550 series) requires a device series-specific SIM – the SIM cards are not interchangeable between series.

1. Power down the device.
2. Slide the SIM holder to the unlock open position.

3. Remove the old SIM card and discard.
4. Place the new Uplink-provided SIM card aligning the angled edge of the card with the matching indent in the holder.
5. Lock the SIM holder back in place.
6. Locate the serial number provided with the SIM card – it may be written on the SIM card or included as a list.
7. Cross out the old serial number on the Uplink device (found on a label on the green-board and also on the outside of the enclosure).
8. Write the new number on the device – black sharpie works best.
9. Activate the SIM like it is a new device.

The device replacement procedure:

1. Activate the new device.
2. Remove the affected device.
3. Deactivate the old device.
4. Install the new device.
5. Retain the old device.
6. Please retain the affected device until further communication.

We appreciate your patience while we continue to work to solve this issue.

Save the Date! We will be at ESX again! See you in Nashville

We will be at ESX again this year! Mark your calendars for June 19-22, 2018 in Nashville, Tennessee at the Music City Center. Find us at booth 537. For more information on the expo, please visit www.esxweb.com