

CLARITY



New Age Security Systems *newsletter issue 4*

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NASS

Darin's Corner

Why NASS's Service Calls Are Always Timely



Darin Flannes, CEO

From the beginning, New Age Security Systems' operations have been built on providing the best technology and superb customer service. I came from a technical and customer service background, rather than a sales environment like many of the other CEOs in this industry. Thus, the mind-set I developed early on has made me meticulous about maintaining a system that ensures every service call is handled timely and competently.

When a customer service call comes in to our office, it is immediately entered into the database. The technician who services that branch is then contacted and an approximate time is established for the service visit. In most cases, the call takes place the same day. The progress of all service calls is carefully monitored.

New Age Security Systems recently established "The War Room." This features a large screen located in our common area, which is updated several times a day. The board displays all of our jobs and service calls. This allows managers to know the status of each throughout the day. Thus, all of our jobs, including service calls, have a dual tracking system. As a result, no service

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Service Calls: Never Compromise Your Expectations

Your security video company should consider responsive, effective service calls to be their number one priority. Perhaps it's due to Murphy's Law, but how often is a branch's system partially or totally down when they're robbed or need a picture of a fraudster?

In most cases, your security video company should be at your branch the same day the request is made, or certainly at least the next day, a minimum of 80 percent of the time. If you demand anything less, you're compromising yourself and your company.

The fact is that almost all security video companies don't make service calls a high enough priority. Sometimes calls get lost in the shuffle and never get relayed to their techs.

Typically, vendors have their dispatcher forward the call to a technician. If it is not logged in anywhere, it is assumed handled and forgotten about by the dispatcher. If the tech drops the ball, there is usually little or no follow through. In some instances, the tech may not show up at all if the branch doesn't contact the vendor again. If any of your branches have ever had to call more than once, it's likely because of these inefficiencies and a breakdown in communication.

Your security video company will perform timely service calls if they consider them to be a top priority

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call is ever overlooked.

The key ingredient to successful service calls is the ability of the technician to troubleshoot. Our technicians only work on security video and must complete a rigorous 20-week training program. They're totally capable of locating the source of any problem and fixing it.

NASS technicians are required to review the inventory of the respective branch requesting service prior to making the call. This enables our techs to carry the appropriate replacement parts with them, so virtually all repairs can be completed on the initial call. What's more, in most cases, the technician who makes the call has been servicing that branch and thoroughly knows its entire system. *The result is that our clients are pleased with our ability to make repairs with minimal inconvenience to the branch. Security managers frequently tell us we are much faster and more thorough than anyone else they have ever dealt with.*

Darin Ham



nal Bank	DNB Riverbank	Riverbank	CA	2-Medium
redit Union	WCU Goleta	Goleta	CA	2-Medium
e West	BOW EastCentral	Albuquerque	NM	2-Medium
k of California	UBOC Davis	Davis	CA	2-Medium
e West	BOVY Truckee-Gate...	Truckee	CA	2-Medium
e West	UCB SouthPasadena	South Pasadena	CA	2-Medium
e West	BOV North Los Angeles	North Los Angeles	CA	2-Medium

The NASS War Room Display

bottom image is a close up

How Well Is Your Video Equipment Performing?

New Age Security Systems will provide a FREE on-site evaluation of any of your branch's systems. We'll analyze the positioning of your equipment, whether your cameras are focused properly, if your cameras are using the appropriate lenses and more. Your in-depth analysis report is also FREE. Call or e-mail us today!

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NASS Participates in Security Management Conference



We would like to thank all of the attendees who took time out of their busy schedules to visit our booth.

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and organize them properly. Regardless of whether the service requests are made by phone or through the Internet, they should always immediately be placed in the system's database. The responsible manager should review these requests at least a few times each day. We find that the best way to ensure these requests are managed properly is to have them posted on a large board that is visible to everyone. In this way, management can see priorities have been assigned properly and service calls are completed in a timely manner. Thus, no balls are ever dropped.

Insist on timely service calls from your security company. Have them explain to you their system for handling calls. If you are not satisfied with their attitude or their system, switch to a different vendor.

Order Your FREE In-Depth Report today! How to Ensure Your Video Systems Always Perform at the Level Legal Authorities Require

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