

# A Secure Word



by Alarm Monitoring Services, Inc.

Issue #1

CUSTOMER SERVICE

## Maintain Excellent Customer Relations

by Carrie Badour, VP – Operations



You started your relationship with your subscribers at the time of installation. Now you trust your central station with handling their alarms. But don't just sit back, hoping all is well. There is a lot you can do to show you still care and maintain a healthy business relationship with them.

For instance, the **Notification of Actual** that Alarm Monitoring Services' (AMS) operators send lets dealers know when a subscribers' alarm has communicated a true emergency situation. Calling your customer or stopping by to show your concern following such an emotional event will let them know how much they mean to you.

That is one of the best steps you can use to maintain excellent customer relations. I think we all know the meaning of good customer relations because we are all somebody's customer, and we know when we receive it and we know when we don't get it. In other words, treat customers as you wish to be treated yourself. Here are a few more suggestions to maintain good customer relations.

### Meet Their Needs

The Notification of Actual is a good way of showing customers how you are meeting their needs. You are solving a problem and handling a disconcerting situation. If you can make your customer's life easier, more pleasant and more secure, they will be more apt to maintain an ongoing relationship with you.

### Communication is Important

Return calls and respond to emails as soon as possible. The longer you keep clients waiting, the more time they have to evaluate their options. Respond to emails and telephone messages, even to just acknowledge receipt and to provide a more detailed response later.

### Give More than They Expect

Surpassing your customers' expectations is by far the best strategy you can use to maintain customer loyalty. Nothing will provide your business more respect from your customers than always giving them more than they expect.

A business that fails to deliver good customer service will lose customers as a consequence. That is just the tip of the iceberg. We will provide you with more suggestions in future issues. Meanwhile, call us today to learn about other tools AMS offers that you can use to build and maintain excellent customer relationships.

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