

A Secure Word



by Alarm Monitoring Services, Inc.

Issue #5

MONITORING

Who You Gonna Call??

by Carrie Badour, VP Operations

A couple of weeks ago I received a phone call at home from a phone number that I didn't recognize. Since I didn't know the number, and it wasn't identified in my phone, I didn't answer the call. Because I was being just plain lazy that day I ignored the voicemail, too! Life got busy and I forgot to go back to listen to the message. How often does that happen to you – only to find out it was something important?

Now, fast forward to this morning when I tried to reach my friend to discuss some plans for an upcoming holiday. Their number had been disconnected so I resorted to a social networking site to reach them. As it turns out, the missed call and voice mail I ignored last month were both from the same friend trying to let me know they had a new phone number.

As they often do, the lessons I learn at home begin to be applied to my professional life almost immediately. This morning when I logged into my email and prepared to start my day, I reviewed my contacts. I started to wonder, "how often do other people update their contact information?". Probably not often enough. We all have family, friends, clients, vendors, etc. that we should be talking to on a regular basis but don't. Then when we attempt to contact them, the information we have has become outdated.

I was lucky to have a friend who reached out to me to communicate their new contact information. Unfortunately, many of our subscribers don't always do the same with their friends or family. And the last thing on their mind is updating their alarm monitoring contact information.

Our operators work from a telephone database that has to be continually updated. "They don't live here anymore", "They don't work here anymore", "You have the wrong number", "I am no longer associated with that company". These are all responses our operators hear daily when calling on alarms. Rather than waste time and money and continually reach out to someone who cannot respond to an alarm condition by calling bad numbers, they are marked as no longer valid in our database and forwarded to the alarm dealer to be updated.

When a number is marked as not valid in our database we communicate it to you regularly via a Bad Numbers Report so you can reach out to your customer to update their contact list. Remind your subscribers they should keep their contact list up to date so we can reach someone in the event of an emergency. Sending an annual reminder with the existing contact names and phone numbers will help keep your contacts up to date and you out of the bad friend zone!

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