

A Secure Word



by Alarm Monitoring Services, Inc.

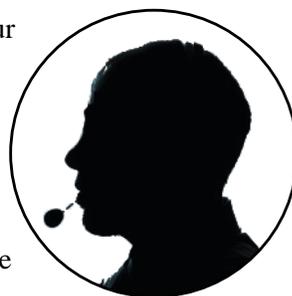
Issue #7

BUSINESS

Who is Handling Your Alarms?

by Carrie Badour, VP Operations

When we were young, feeling safe came from our parents. They gave warm hugs, kissed our boo-boos, and reassured us that everything was going to be ok. As we grow older, we still want that same sense of security. We want a place where we feel protected from all of the bad things in the world. That's why we purchase a sturdy home, in a nice neighborhood, and try to do our best to protect our children from harm.



When something happens to upset our feeling of safety such as a local break-in or fire, we look for ways to better protect ourselves. Alarm systems are one of the first things that come to mind and we call several alarm companies to request basic information and set up appointments for quotes. A salesperson is sent to the home.

As an alarm company owner, your sales team meets your ideals. They sell the services you provide by showing your subscribers they care. Subscribers feel how genuine the sales person is and sign the contract.

The technicians you send also shows the subscriber they care. They take their time to carefully install the new alarm. They educate the subscriber on the use of the alarm to make sure they are comfortable with how it works and the importance of arming the system regularly. Subscribers feel how genuine the installer is and feel secure.

Now that the job is done, your subscriber has a warm feeling of security and contentment knowing a professional company has installed a state-of-the art alarm system. Then what? Who is responding to the alarm signals?

When teaching a certification class for our newest operators recently, I caught myself repeating: "We save lives." This phrase has been engrained in the minds of every person within our organization.

In addition to being caring, responsible individuals, our operators undergo random drug testing, are federally background checked, and WANT to be here. I asked several of my team members what they get out of working here: "What's in it for you?" Every one of them expressed the feeling of self-worth in knowing they help protect people on a regular basis. Our team genuinely cares about the safety and security of our subscribers and treats every alarm as though it were coming from their own home.

Does the operator who is handling your subscriber's alarm conditions hold the same values you do? You've invested in your sales team and technicians. They represent your company. Now make sure you know who is monitoring your alarms because they are representing your company too!

Carrie Badour is VP – Operations at Alarm Monitoring Services. You may reach her at 318-398-3306 or by email at cbadour@monitor1.com.