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## Protection 1 Putting Technology Work in Customer Service

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"If FedEx knows where your package is, we should be able to tell you where your technician is," said Jamie Haenggi, chief marketing and customer experience officer at Protection 1. With that line of thinking, Protection 1, Romeoville, Ill., ranked the second largest electronic security company in the United States in the SDM 100, announced the nationwide launch of Tech Tracker<sup>sm</sup>, a service that notifies customers when a service technician is on the way, to growing customer accolades.

"Two of the greatest frustrations of customers — whether they're homeowners or business owners — are calling in for customer service and waiting around for service technicians to arrive," said Protection 1 president and chief executive officer Timothy Whall. Tech Tracker<sup>sm</sup> is just one more way we're using technology and good old-fashioned common sense to enhance our customer service."

The image shows a screenshot of an email from Protection 1. At the top, the Protection 1 logo is displayed with the tagline "A BETTER CHOICE FOR YOU". Below the logo is a blue banner with the text "Meet Your Protection 1 Service Technician". The main body of the email includes a service ticket number (110200046), a greeting to the customer, and information about the assigned technician, Howard Cowan, including his address (13407 Debby St, Van Nuys, CA 91401). A photo of Howard Cowan is shown. Below the photo, his name, ID (3713), position (Service Technician III), and branch (Los Angeles) are listed. A section titled "CERTIFICATIONS" lists various credentials such as Advanced Internet Protocol Network Certification, Troubleshooting Skills Certification, and Protection One Service Standards. At the bottom, there is a disclaimer and a note that the email was sent from an address that cannot accept incoming mail.

The value of Tech Tracker<sup>SM</sup> is two-fold: it lets the customer go about his or her day, notifying them when their technician is en route; and it provides a photo of their technician with a list of certifications and qualifications to provide the customer with peace of mind.

"Technology is wonderful but, if you're not careful, it can get between you and your customers," said chief marketing and customer experience officer Jamie Haenggi. "Our aim is to use technology to better serve our customers without removing the human element of service which is critical for a lasting relationship."

Customers can also reply to the e-mail notifications, which are read and responded to live by Protection 1 staff, to reschedule the call, advise they are running late, etc.

"It's amazing seeing the e-mails going back and forth... It allows us to be more dynamic. We have the ability to [have that instant communication] without client having to dial an 800 number," explained Joe Sanchez, senior vice president of customer operations, who worked in developing the service.

Protection 1 has been offering the Tech Tracker<sup>SM</sup> service since February of this year and has received an abundance of validating customer feedback. "If this appointment follows through like it has started it will display the very best in customer service and I appreciate it very much. People and other businesses need to know about this," said one customer.

The company has also seen a reduction in call volume to reschedule service calls, less missed appointments as the notifications also serve to remind customers of the appointment, as well as positive response from its own technicians. Haenggi noted that what the service does is increase technicians accountability and visibility. "We've always seen passion from our employees," she said, "but we all act a little bit differently when a customer is expecting you in 15 minutes." The visibility of the technicians' credentials has even inspired many of them to seek out more training and more certifications.

Protection 1 also eliminated its automated attendant when customers call in. "When calling for service, our customers don't want to waste time pushing buttons," she said. "They want to speak to a real person — and they deserve to. Since we've eliminated our automated attendant, our callers get a real person on the phone that, 9 times out of 10, provide the customer's solution without transferring the call to another department. By removing our auto attendant and providing the technician notification service we're telling our customers that we respect their time."