



# QUICK RESPONSE NEWS

## Quick Response has been Five Diamond Certified for 2014

**D**iamonds are forever, but a Five Diamond Certification from the CSAA (Central Station Alarm Association) last only one year. For many years, Quick Response has been a Five Diamond central station, and that isn't changing for 2014. We are thrilled to announce that our Five Diamond Certification has been renewed.

For those who don't know what a Five Diamond Certification is, it means that our central station meets the CSAA's Five Points of Excellence:

- **Commitment to random inspections and quality criteria standards by a nationally recognized testing laboratory such as FM Global, Intertek/ETL and UL.**
- **Commitment to the highest levels of customer service.**
- **Commitment to ongoing job-related education and testing by having 100% of its central station operators certified using the CSAA online training series.**
- **Commitment to raising the industry standards through CSAA membership and participation in its activities.**
- **Commitment to reducing false dispatches.**

Time after time, our central station has proudly lived up to these standards of quality. Every day, we work to guarantee these expectations are met for many years to come.



## Changing of the Guard

**A**fter 11 years with the company, longtime Central Station Manager Michael Lamberson has left Quick Response. He will be dearly missed, and we wish him all the luck in the world with everything he does.

Upon Mike's departure, former Dealer Service Manager Miguel Smith was promoted to Central Station Manager. The promotion was unexpected, but very welcome, said Miguel with a humble smile.

"I started here as a dispatcher, moved up to supervisor, then to Dealer Services Manager, and now I'm here. This ascension will give me the chance to show how big I am on customer service. I know the dealers, the dispatchers, and I'm all about safety and protection. This is my calling."

Of course with Miguel now working in Central Station, someone had to fill his shoes in the Dealer Services. Now managing that department is Jennifer Badalich, a new addition to the Quick Response team, but a veteran in the industry.

"I worked really hard over my career to get here," stated Jennifer with earned confidence. "I'm a former dealer, I've worked with contractors all over the U.S. and I've been a manager since I was 18. I'm honored and very happy to be here."

Although these were big changes, the transition couldn't have been smoother. Miguel and Jennifer are pros, so easing into their new positions proved to be no challenge for them. They're thrilled about their promotions and excited for this new era of their careers.

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Save the Date: **July 15th, 2014**

Special Guest Speaker, **Ken Kirschenbaum**

All of our dealers are invited to this special summertime Quick Response event. It's sure to be as fun as it is informative, and you won't want to miss the opportunity to meet Ken Kirschenbaum, the most famous attorney in the alarm industry.

**Day 1 at Holiday Inn Rockside Rd. | Independence, OH | More to follow.**

# An Inside Look at Our New Training Program

Over the past number of months our new operator training process has received a complete makeover. The results have been overwhelmingly positive. We know that our customers expect their dispatchers to be thoroughly prepared before hopping on the phones, and this new program reflects that.

## Step 1: Classroom

Upon initial hire, our new employees (including staff that may already have industry experience) are introduced to the security industry through a one-week, in-depth training class led by Training Coordinator, Marlee Harris. This seminar provides trainees with the background knowledge necessary to succeed as alarm dispatchers. The primary focus of this course has been improving customer service, and based on the feedback from our dealers and their subscribers, this is where the program has truly triumphed.

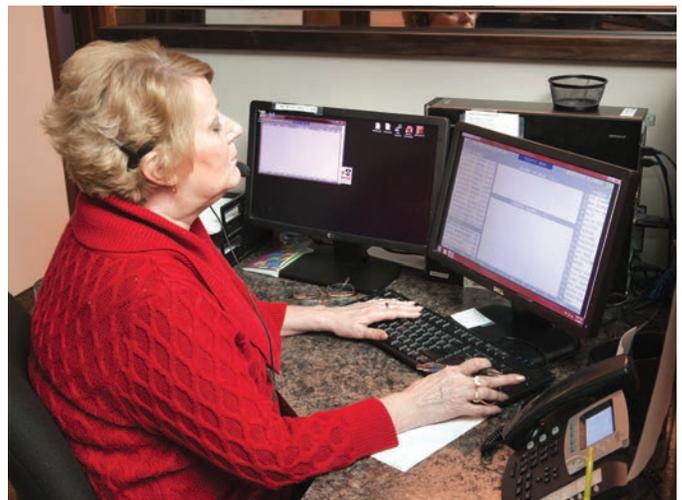


## Step 2: Apprenticeship

Class dismissed! Now it's time for the rookies to let the pros show them how it's done. During this stage, trainees sit with veteran operators and supervisors; where they observe signals, listen in on calls, and read the notes that make each customer unique. We even stage practice calls to ensure that, when the time comes, they are ready for the real thing.

## Step 3: Independence

After a few weeks of shadowing, the trainees are set free to work on their own. Here is where all that preparation pays off, as new monitors are given the liberty to handle alarms independently. Their supervisors still keep an eye on them though, checking each signal to guarantee it was treated properly.

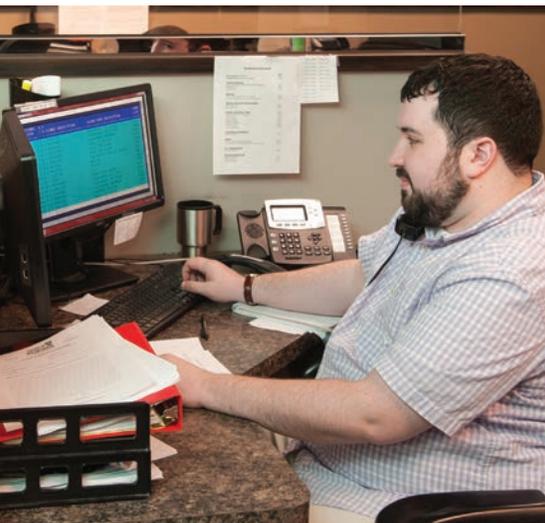


## Step 4: Advanced Training

Classroom and on-the-job training do not guarantee a successful dispatcher. We return our staff to the classroom, albeit an on-line classroom to further their industry knowledge. The CSAA Level 1 and 2 Operator training courses fill that need. These programs enhance our own training by providing the student an extensive and challenging test of knowledge. It is only after the dispatcher passes a minimum of Level 1 that they become a full-fledged dispatcher for Quick Response.

“The training process may formally conclude after Step 4, but the learning process is infinite.”

The training process may formally conclude after Step 4, but the learning process is infinite. Supplemental operator training is a regular event at our offices. This industry is constantly evolving, and it's necessary for everyone within our company to evolve with it.



From dispatchers to managers, we at Quick Response are keeping our minds open to any new ideas and information that will help us grow as a company, and continue to provide the cutting-edge service you've come to expect from us.

## Q&A with Margie Orth

**Q.** Okay, we know you're not supposed to answer questions like this, but we must know... who's your favorite dealer?

**A.** All my dealers are my favorite dealers. Getting feedback from them and helping them grow is my favorite part of this job. And they help us grow as a company, too, by challenging us and keeping us on top of our game. Every dealer that signs up with Quick Response is an extension of our company, and vice versa.

**Q.** Why do you feel it's important to connect with dealers, not only on a professional level, but on a more personal, casual level as well?

**A.** I try to get to know my dealers as much as possible. By empathizing with them, I'm able to understand how they want their company to grow, and how they want their customers to be treated. To accomplish this, we encourage our dealers to visit our office any time they can. Face-to-face communication is always the best.

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**Q.** We like to help our dealers as quickly and thoroughly as possible. What has been done to improve the process of assisting them?

**A.** This past year, we've developed a new department called Dealer Services. This team is exclusively committed to assisting our dealers in any way they can. With Dealer Services helping our installers and Central Station focusing on alarms, we've streamlined the system for everyone involved.



**Margie Orth, General Manager**

**Q.** What is something you've learned as a general manager that you would like to share with others in leadership positions?

**A.** Although I've worked here for 28 years, I've learned the most within the last two. Communication on all levels is essential, so I recommend that you listen to your employees, and they will be more willing to listen to you. And never be afraid to try something new. I've applied these beliefs to my style of management, and I can say with confidence that it has helped Quick Response be the best company it can be.

**Q.** We all know how hard you work. But what do you do outside of the workplace to relax after a hard day at the office?

**A.** I love the snow and hate to see it go, so I make the most out of my winters. Nothing tickles me more than an early morning hike in the snow-filled woods right before I go to work. My connection with nature relaxes me, but it also invigorates me, giving me the necessary energy to stay positive and motivate others throughout the day.

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**In This Issue:**

Quick Response has been Five  
Diamond Certified for 2014 ..... **1**

Save the Date ..... **1**

Changing of the Guard ..... **1**

An Inside Look at Our New  
Training Program ..... **2**

Q&A with Margie Orth ..... **3**

Preparing for the 2G Sunset ..... **4**



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# Preparing for the 2G Sunset

**D**ecember 31, 2016 is Judgment Day for all 2G networks and their products, and that includes security systems. After this date, all 2G networks will cease to function, so we can't stress enough how important it is to make sure all security systems are upgraded to 3G or 4G networks.

We experienced this in 2008 during the Analog Sunset when AMPS networks were phased out, and the time is fast approaching for 2G. So if you haven't converted already, we highly suggest you make the transition to 3G or 4G as soon as possible. Not only will these systems not suddenly expire, they will

also increase the speed of signals as they travel to our central station.

There are also financial benefits to upgrading systems from 2G to 3G or 4G. The increased long-term recurring revenue from the more advanced technology will easily make up for any short-term installation costs. And most customers will have no qualms about having their systems updated if it means their homes will be safer, even if it also means the price goes up.

To ease the transition to 3G/4G, we provide reseller service with a number of wireless equipment providers

including Connect24, Tellular, and AlarmNet. Most of the time, we can provide these services at a lower cost than the providers directly. Please contact Renee or Caitlyn at 800.462.5353 for more information.

Change isn't always easy, but we should all welcome any innovations that will make our jobs easier and keep our customers safe. Still, it's sad to see technology fade away, so let's share a preemptive moment of silence for this dying network.

**R.I.P. 2G (1995-2016)**