

ESX

ELECTRONIC SECURITY EXPO
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Leveraging Data: Analytics that Drive Customer Experience, Sales and RMR

1

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3



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4



The slide features a blue background with a yellow and black diagonal striped border on the left and a pattern of white dots and yellow curved lines on the right. At the top center is the ESX logo in white, with the text "ELECTRONIC SECURITY EXPO" below it. The main title "COURSE OBJECTIVES" is in large, bold, yellow letters. Below the title are three bullet points in white text.

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COURSE OBJECTIVES

- Why reviewing your RMR pricing model is good business
- Newer technologies and services that should have a subscription-based model
- Ways to sell more RMR to your existing customer base

5



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MEET THE SPEAKERS

Robert Grove
VP Commercial Sales & Operations
Brinks Home

6

Talking Points

- The importance of segmenting your customer base to better understand their needs
- How to gather and analyze customer data and identify touch points
- Why reviewing your RMR pricing model is good
- Technology & Services that should have RMR

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7

The Importance of Segmenting your Customer Base to better understand their needs

- How you identify and categorize your data matters
- Residential, SMB, Commercial, National
 - Burg, Fire, Access, VST, Managed
 - System Type(s)
 - RMR Type, Service(s)
 - Monitored, Non-monitored
 - Geographic Location
 - Takeovers, Existing, Net-new, etc.
 - Required systems
 - ULF, ULM, FM
 - Key or Gold Accounts

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Gathering and Leveraging Customer Data

- Leverage your ERP
 - BI Reporting and Account Mix
 - Central Station Data
 - Legacy Upgrades
 - Targeted Marketing
 - Service Deficiency and Inspection History
 - Service Invoicing History
 - T&M Customers without RMR
 - Contract Expirations/Renewals
 - Data Evaluation should drive Sales & Touch Points
 - P&L, Job Costing, Margin Review, Total Customer Value

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Leveraging Automation

- Drive down cost to serve and improve customer experience
 - Look for opportunities to automate basic and repetitive tasks
 - Appointment notification
 - Inspection reminders
 - Minimize data entry time
 - Proactively offer service based on central station data
 - Utilize customer data to deploy interactive chat bot solutions
 - Allow customers to self-schedule
 - Automated bill pay
 - Automated VSaaS, ACaaS support

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Why Reviewing your RMR Pricing Model is Good

- Are you right side up?
- Are you competitive?
- Where is your margin coming from?
- Which services are generating the best ROI?
- Are hidden costs eroding your margin?
- Is it time for a rate increase?
- Is it time to negotiate provider rates?
- Are you measuring success?

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11

Subscription Based Services

- VSaaS, ACaaS, SaaS
- Environmental Solutions
- Fire Extinguisher, Rangehood, Emergency Lighting
- Network Device/System Health Monitoring
- Nurse Call, Intercom
- ARA/ARS
- PERS
- Lease (OPEX vs. CAPEX)
- Cyber, Solar, etc.
- Apps, Analytics, Badge Printing etc.

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12

A blue graphic with a large, semi-transparent 'ESX' logo in the background. The text 'RATE THIS SESSION' is in white, and 'ESXWEB.COM/FEEDBACK' is in dark blue. Below the text are five yellow stars, with the last two being hollow. On the left, a vertical yellow and black striped bar contains the text 'ELECTRONIC SECURITY EXPO' in white. On the right, there are yellow curved lines and a dotted pattern.

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13

A photograph of a brick building with a vertical sign that says 'DISTILLING'. A black awning over the entrance has the word 'PASTRIES' written on it. The text 'WEINSTOCK CELEBRATION' is overlaid in large white letters. Below it, the event details are listed in yellow and white text.

**WEINSTOCK
CELEBRATION**

TONIGHT | 5:30-7:00PM
LIVE MUSIC | CIGAR ROLLING
ACRE DISTILLING

DISTILLING

PASTRIES

14