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

1

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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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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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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

13

14