Safety & Security Spotlight

The importance of keeping technical support and quality service at the top of your game

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As technology constantly evolves and security systems continue to grow, one can never underestimate the importance of support and service.

Companies need to offer, invest and upgrade end-to-end support services to keep the pace with ever changing technology in the security space without having any negative impact on the quality of services they provide. Coming from an IT background, a crisis was not getting an email or not having access to the Internet. Since coming into the security space over 14 years ago, first starting as a field technician then a project manager and now moving into a service manager position, these previous issues I mention fail in comparison to the security field. Receiving a frantic call, about doors not locking, cameras not being on-line, servers being off-line are way more serious than the inconvenience of not having email or Internet connection. Actually in the information age, sometimes people love when voice and data systems are down for maintenance, it provides a moment to unwind. Your security system does not have that luxury, security (to some) can already be a hassle – when it

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The growing need and expectations of customers in the security industry have compelled companies to provide the best technical support services to their customers. Additionally, this does not only mean having a qualified technician in the office and the field. In the information age, customers would like data at their fingertips 24/7/365 – if they cannot reach anyone, they want to have the option to log in to a repository/FAQ section/customer portal. Regardless of the business model that companies choose, they definitely have to work hard on maintaining customer support.

To prevent such losses and frustrations, it is important to have a technical support service from a reliable company that would address the problem right away. Depending on the severity of the case, technical support can either help users troubleshoot the device by giving instructions over the phone or looking at their systems remotely with tools such as "join.me" or "GoToAssist."

If these steps do not fix the issue, a technician should always be available to got to the site and fix the issue. The core business of tech support service companies is to get systems up and running quickly, so the loss is minimal for individuals and businesses.

With today's high demands, maximizing support and service can be achieved through various tools:

• **Support plans:** There are many different types of support packages and plans available to customers from basic software support plans to full coverage service plans including having "attic stock" on-site, and remote monitoring of all IP related security devices. These plans allow technicians to advise and fix issues that the customer did not even know existed.

• **Professional expertise:** Providing knowledgeable support services and having a highly qualified staff. Having a certified and perfectly trained team of technicians is critical to ensure the satisfaction of customers. Happy clients will also become the best advocates for your company and help you get new customers.

• **On-demand information access:** 24/7 technical support centers act as always-on-line link between businesses and customers. When it comes to security, it is essential to provide information and support at all times. When customers know that there is always someone to help and assist them, it gives them peace of mind knowing that their assets are safe. Additionally, clients are more likely to trust a company that truly supports them, which builds loyalty.

Superior customer support and service depend on one major skill: Communication. Customers appreciate being walked through the problem and knowing what the issue is and what course of action is taken to resolve the issue. Working with a customer to fix all issues in a timely manner only increases your company's standing with the customer and helps you develop an even better relationship with your client than you had before.

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