



D.I.Y. – M.I.Y. – Cheap ~ FREE

*If You're Not Standing Out, You Are **Blending In!***

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Seminars • Consulting • Workshops





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Security End Users

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Focus group question #1

(Three sessions combined total of 120 end users)

“As a customer, what is missing when you call your security company?”

Top 10 most common responses

Made to feel there is no sense of urgency or concern. (62)

Calls not promptly returned. (57)

Poor internal communication and follow through. (48)

Feel like I'm not being listened to. (46)

Feel like they don't really care about me. (41)

Call transferred and I have to repeat my situation. (41)

People not empowered to resolve my issue. (38)

Waiting on hold unreasonably long. (23)

Made to feel like an interruption. (11)

Not being told the truth/excuses. (9)

As customers ourselves, which ones stand out to you?

Focus group question #2

(Three sessions combined total of 120 end users)

“When these things happen do you usually say anything or how does it make you feel about the company?”

Top 10 most common responses

I usually don't say anything. (62)

I definitely say something. (34)

It happens all the time but they have me under contract so I feel stuck. (32)

It makes me very angry and I never forget it. (28)

I am used to bad service from everyone so I just deal with it. (28)

I look for another provider without saying anything. (19)

I lost trust in my alarm company. I will leave as soon as my contract ends. (14)

Not worth the time on hold to argue with them. (11)

I complained about billing/service problems at least three times before they fixed it. (9)

I switched to another alarm company and did not tell them why. (6)

Any comments on these responses?

Feedback from those who installed D.I.Y. systems themselves

Majority of homeowners we polled Felt D.I.Y. security is less reliable!

- About two-thirds of end users in our focus studies did not consider **DIY security systems**, as safe as professionally installed/monitored alarm systems. Problems with tricky installations, defective components, frustrating trouble shooting support and false alarms to name but a few. Even when committed to saving a little money (the main reason people consider installing their system in the first place), the best-laid plans can go awry, even with the best intentions.
- That "easy-installation" DIY system might not be that easy to put in after all. Especially with electronics, the connections on all of the equipment must be exactly right. Any misappropriated device is a problem, and at least a dozen people in our focus group were unaware of its gravity until it was too late!

US Versus Others

Retention Forensics

- Preparation = opportunities to save!
 - The art of listening.
 - Shopping our competition!
 - Educating the Entire team!

What makes anyone you do business with stand apart from others offering the same products and services?

1: Name a company you like to do business with.

2: Name a company you do not like to do business with.

3: What makes the difference?



Perception makes one company selling the same products and services stand apart from the others!

If you're not **STANDING OUT** you are blending in!

- 1- Paper shoes principal = Relationships + Respect
- 2- Easy access to living people Vs IVR Systems
- 3- Express gratitude effectively (or at all)
- 4- Can they speak with the owner/manager now
- 5- Tangible specifics that make you a better choice
- 6- Employees empowered to respond
- 7- Customer friendly policies Vs customer adversarial
- 8- Success stories

As good as we are, we are capable of more! (Action plan)

- Until it's on your calendar, all it will ever be is a good intention.
 - Proactive not reactive!
- Ask the team what specific things make you stand apart?
- You'll never know your competitors until you shop them!
 - Less talking and more listening!





Questions??



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Thank you!

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