

The Business Impact of Legendary Customer Experience



Meet...



Ackerman Security Systems stands out in the Security Services industry by providing a 5-star call center based in the US. But their customer focus doesn't stop at call center services. They are focused on every step of their customer journey.

...and their **Living CX Legend**



Brittany West

Marketing Coordinator

Ackerman Security Systems

"I'm charged with reaching out to new customers along with 6, 12, and 24 month customers through survey," Brittany said. "My goal is to let the customer know we care and give them an outlet to solve any outstanding issues while capturing and broadcasting the satisfied customer feedback."

How Brittany and Ackerman Turn Customer Feedback into Business Impact

Brittany creates personal responses and gets eyes on each and every customer response. She interacts with the customer on the survey responses and can often solve any issue with an email. This helps decrease the number of customers waiting for a department to get back to them.

"I understand the volume that these departments handle daily and the prompt response that customers require, so I follow up with the departments that I forward concerns to, ensuring that people do not fall through the cracks."

Ackerman focuses on customers by ensuring the Ackerman Security Systems internal corporate culture keeps long-term employees. This means their sales representatives and technicians are veterans of the industry who are knowledgeable of most systems, able to give educated guidance to potential customers. But they don't stop there. "Our call center is a US-based, 24-hour, well-oiled machine that promotes from within and puts customer service first," she said. "The marketing team is customer-centered and forward thinking and the leadership is engaged enough to listen to the needs of the departments so they can excel."

Customer WOW Moment?

"A customer Wow moment for us was when an agent was able to talk a long-time customer through safety protocol during a fire. We received a fire notification in Mr. Black's home and called right away alerting him of the issue.

Mr. Black was in shock due to being burned on his arm and hand. The agent spoke calmly to Mr. Black and advised him to get low to the ground and head towards the exit.

Once he was outside, the agent asked him to hold and dispatched the Fire Department and EMS explaining all that she learned from him and the alarms that came in. The Fire Department was able to save his home with only a portion of damage to the kitchen and he was taken to hospital where his injuries were treated.

I had the pleasure of speaking with Mr. Black when I called to check on him a week later. I asked if there was anything additional that he needed and credited 3 months of service to his account, so he wouldn't have to worry about service costs as his kitchen is repaired.

He now calls Ackerman 'his family'."

... and **AskNicely?**

"I appreciate being able to send additional workflows to gain the customer feedback to drive our online reputation and the quick response and hands-on help for technical questions. Unlike another platform I currently utilize for SEO assistance, I get a response for my specific question instead of being forwarded to the group FAQ page.

"As we grow as a company, we plan to utilize this platform even more. We aim to continuously increase the traffic we route to our pages and review sites to capture the positive feedback and correct outstanding issues."

