

Security Tools Can Help Your Business in Unexpected Ways



Video surveillance, intrusion detection and access control has been used for decades to help protect businesses. Today a business owner must efficiently leverage every asset and resource to grow their business. Expanding how you use security systems for different purposes simply takes a little creativity and an open mind. We will help you jump start your imagination with some ideas that other businesses are using today.

Video technology is often used after the fact to investigate a safety or security incident. Today growing businesses are challenged by reduced profit margins, higher operating costs and more competition for customers. You may wonder if your resources and time could be better leveraged to give your company an added competitive advantage. The good news is it can in many ways. Video can provide an unbiased 24/7 perspective on your day-to-day operation and the visual story to help you make smart decisions. A single specialty camera can provide the information you seek about customer focus, traffic flow, process flow, customer reactions and time-based activity that statistical data cannot duplicate.

Similarly, intrusion detection alarm systems have much more potential than you would think. New technology provides business owners with capabilities to manage their businesses more effectively. Getting real time reports on when your business is open and closed tells you who was first in and last out. This is important management data when analyzing business disciplines, customer service and investigating potential security or safety incidents.

The information collected via an access control system can be much more informative than a simple lock and key solution. Controlling and periodically reviewing the patterns of access to your business can tell you a great deal about your operation, disciplines and perhaps risks to your bottom line profitability. Things like quality control, accountability, and supervision quality get a lot more visibility when you have the data to see how your staff is moving throughout your business.

How 5 Security Applications Can Help Your Business and Profits

Quality Control Application: Quality control is a business practice that most successful businesses strive to improve. Some companies do this in a more formal way by attaining internationally recognized ISO certifications. Some companies do it less formally as a matter of pride, company culture or to create a competitive advantage. Finally, some companies are required by law to meet compliance criteria of the products they deliver. Regardless of your reasons, you must have checks and balances that are reviewed on a timely and consistent basis. These include who, when, where and why did people have access to product R & D, manufacturing or processing of your products. Video and access control, when combined, enable audit trails, trouble shooting processes and validation of what occurred. What about human error, machine malfunction or process failure? When something goes wrong, it's wise to have the tools to provide training or correction for your staff. If you are dealing with legal compliance issues, these tools are often required rather than optional.

Employee Training and Coaching: Managing your business takes a great deal of your time. It may seem like you "live" at your place of business. What if you have more than one location? Being in two locations at once is impossible, right? Well maybe not. With the growth of smart phones, lower cost data plans, expanded coverage and new video technologies you can actually manage two locations at once. Developing your employees pays dividends in customer service and better decision making.

Once initial job, safety and orientation training of an employee is completed how do you know new employees deliver the quality you expect in your products and services? Human nature dictates attention to detail, processes and procedures when supervision is consistently monitoring work flows. Supervisors that help employees focus on proper safety procedures and compliance mandates lower the risk of incurring fines or worse increased worker compensation costs.

Time Management: If you are a "hands on" business owner, it's probably important to you to closely monitor business operations. You know what your employee's time is worth when you sign off on the weekly payroll, but what is your time worth? Could you use your time more effectively or better monitor time you pay for, such as employees or subcontractors?

Besides your valuable time, what about travel expenses such as gas, tolls, wear and tear on your car, not to mention the stress of sitting in traffic required to manage your business? You may have a situation where you need to verify that your system is armed or whether your lights are on or off. These important but simple items can be verified remotely leaving you time to spend on more important tasks.

So when should you invest in your travel time to gain the greatest returns? When operational data such as irregular opening or closings occur, customer service or safety issues are remotely observed and unauthorized people have accessed parts of your business, today's security applications can provide the clarity and visibility necessary to help you take action. Using the information to proactively manage problem employees or processes can save you a great deal of time and money.

Customer Service: Are your customers being treated the way you want and the way they expect? Periodically auditing how your employees service your customers is smart business. Some thoughts to consider:

1. Celebrate and reward excellent customer service when employees go above and beyond and delight your customers. Observe someone doing something right. This type of recognition goes a long way to building team morale, which often results in more loyal customers.
2. Are your customer service processes working the way you originally intended them to work? How do you know? How often do you audit those processes?
3. Are there customer service issues that need to be addressed in a corrective manner with new employees? Coaching can show staff members a different perspective on how their actions or attitudes impact customer service.
4. High employee morale often equates to lower employee turnover rates. Employee turnover is both costly, time consuming and impacts your quality of customer service. More visibility into your operations can help keep morale high because things are functioning properly.

Up-to-date and well designed video systems allow you to capture, save and export video segments that are worth a thousand words. When employees see themselves in action they are more receptive to constructive criticism as well as praise for a job well done. In our fast paced culture, video stories have greater impact. These systems can be reviewed remotely so you can look in on your customer service performance regardless of where you are working today.

Sales Support: Video can be an enticing draw to potential customers and help seal the deal when you help make an intangible a tangible. Beyond the value proposition of your business services and products is the story of your business. If prospects can't travel to your facility, then bring your facility to them. When prospects see rather than read or hear about your company, you can gain buy-in and interest early in your selling process. Seeing is often believing for your prospects and customers.



Showing prospects your business processes, quality control checkpoints, quality assurance in shipping, customer service teams at work solving issues, design teams, training facilities and security measures can be convincing chapters in your new book of business opportunities. Sales teams that take the time to understand your processes demonstrated by video are more passionate and expressive with new prospects and valued customers. Video helps people connect with your business beyond the professional proposal and quotes. It can often be the “edge” needed to expand your business with suppliers, partners and affiliates.

Growing your business takes time, sales, customer service, loyal employees and a consistent quality your customers depend on. Successful business owners take time to periodically re-evaluate their critical business success factors. They also view opportunities to improve as a way to create a competitive advantage for their brand. Perhaps the security tools you use today can be used differently to help you grow your business in new ways.

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