



July 2016

## TYCO SIMPLEXGRINNELL Q3 / FY 2016 CUSTOMER EXPERIENCE NEWSLETTER

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### // FY 2016 Quarterly Cumulative Company NPS vs. FY 2015 NPS

Tyco SimplexGrinnell NPS — FY 2015 (Entire Fiscal Year)	Tyco SimplexGrinnell NPS — FY 2016 (Year-to-Date through June)
<b>52.5%</b>	<b>51.7%</b>

### // Regional NPS — FY 2016 (Year-to-Date through June)

Region	# of Surveys	% Promoters	% Passives	% Detractors	NPS (%)
Central	1,739	63.8	22.9	13.3	50.4
Northeast	1,696	65.9	20.2	13.9	52.0
Southeast	2,718	67.0	20.8	12.2	54.8
West	1,269	62.6	20.9	16.5	46.2

[Click here](#) to view the Q3 / FY 2016 NPS for your area or office.

NOTE: Net Promoter Score, or NPS is a system of measurement that helps to establish how well our organization is performing in the eyes of our customers. NPS is derived from a single survey question: “Assuming you were allowed to do so, how likely would you be to recommend SimplexGrinnell to colleagues within your organization or to other organizations?”

Customers respond using a scale of 0 through 10 and their responses are categorized as follows:

- 0 – 6 Detractors - Would not likely recommend SG and are highly vulnerable to switch to a competitor
- 7 – 8 Passives - Are ambivalent about SG and are somewhat vulnerable to switching to a competitor
- 9 – 10 Promoters - Are highly satisfied customers that can often help fuel future business for SG

**% Promoters - % Detractors = % NPS**

## // Why is Customer Experience Important?

In our Q2 newsletter ([Click here](#) to view), we tried to provide a basic definition and fundamental understanding of customer experience which, while a very commonly used phrase these days, does bear some explanation.

### But why is customer experience so important?

Well, like it or not, we are operating in the “age of the customer” and what that means is the focus is outward on customers. And this era is having significant effects on businesses like ours. Here are a few examples...

One is that customers have grown more price-sensitive and are demanding more for their money.

Another one is that products are increasingly being viewed as commodities rather than differentiators. That's true of services as well, especially when customers see no real or perceptible difference. In this sea of sameness, something else needs to increase our value proposition and differentiate us from our competition.

People are increasingly comparing business interactions with their personal consumer experiences and this is raising the expectations of how they interact with business-to-business organizations like us.

Finally, customer opinions, thanks in large part to the internet, define the success of businesses today. So, if a business gets great and positive reviews, that's sure to lead toward success. On the other hand, if the reviews are negative, customers may think twice or else leave the brand alone.

Let's face it, customers have a lot of choices today and, as a result, the power has shifted over to the customer. If they feel we can't meet their expectations, they'll simply deal with someone else who can.

The perception that our customers have of us has an immense impact on our business metrics. Consistently delivering exceptional customer experiences builds credibility and trust, which provide the foundation for solid customer relationships. Once a customer trusts our organization to always act in their best interest and promptly fix any mistakes we may make, we will be rewarded with that most sought after commodity... **LOYALTY**. And a natural by-product of loyalty is **RETENTION**.

Loyal customers are much more likely to provide us with repeat business and a greater share of their security, fire and overall life-safety budget. And this reduces our operating costs. Several market research firms have estimated that the cost to attract a new customer is at least 6 times the cost to retain an existing customer when customer relationship issues arise.

Our most loyal customers often become our biggest advocates, promoting or recommending us to other prospective customers, fueling new growth. Nothing is as powerful as a personal recommendation from a most satisfied customer. In fact, it's been estimated that word-of-mouth advertising is 10 times more powerful than normal advertising—and 20 times less expensive.

An increasing number of senior business leaders believe that **customer experience is the next competitive differentiator**. In a healthy economy, it can serve as a positive means to command premium prices, earn long-term loyalty, and drive growth. And in challenging economic times, it serves as a value defender — a way to retain customers and control customer attrition. ■

**// Going the Extra Mile (GEM) Success Stories**  
*(Little extras that create exceptional customer experiences and drive retention)*

**// E-mail received by Dean Bedard about Bob Lahey, Ruben Castillo and Gordon Howell (Nashua-114) from Robin Patenaude of Mill Falls Apartments:**

*Good morning Dean*

*The past 2 days we had our annual sprinkler/fire alarm inspection, the team we had here was outstanding. Bob, Gordon & Rubin are all to be thanked for the quality of work, the respect they showed not only to us but to all of our residents. Going into every apartment is intrusive and something we never like to do but they made it easy.*

*Thank you,  
Robin Patenaude*

**// E-mail received from Allen Paul (Core/Solutions Sales Manager) about Gene Cote (Portland, ME-147):**

*All Employees:*

*Yesterday during the snow storm one of our employees went well beyond the call of duty for one of his customers who called me today to relate her story and express gratitude for some outstanding customer service she received from one of our Inspectors. Her experience goes like this:*

*After our employee called her in advance of coming and asking if it were ok to come despite the snow, our Inspector arrived, check in with her and she asked if he would just let her know when he was complete so she could lock up and leave the site to go home. He said he would and proceeded to complete his inspection. Once completed, he checked in with her and advised her he would be leaving shortly, she thanked him and he left to go to his truck. The Inspector know this person as he had gone to that account repeatedly over the years and knew the woman needed a cane to walk.....are you ready for Paul Harvey's "rest of the story?"*

*The technician came back in after packing up his equipment surprising the woman and told her he was back to make sure she would safely reach her car in the snowy conditions. Once he made sure she was in her vehicle safely, he brushed the snow off her car giving her clear visibility to journey home. She was so impressed by his caring demeanor that she had to call our office today to tell us what a great company SimplexGrinnell must be that their employees would treat their customers with such concern for their personal safety.*

*The Customer:  
Stephanie Koutroulis  
St. Demetrios Greek Orthodox Church  
186 Bradley Street  
Saco, ME*

*The Inspector:  
Gene Cote*

*Customers call us to tell us of their bad experiences when they occur. Rarely does a customer call to relate a positive experience. Gene in a very simple way really impressed Stephanie and showed her our commitment to safety, hers and our own. Please reach out to Gene and let him know just how you appreciate his commitment to our customers and to safety.*

*Thank you Gene for your commitment to our customers!*

*Respectfully,  
Allen T. Paul*

**// Going the Extra Mile (GEM) Success Stories, cont'd**  
*(Little extras that create exceptional customer experiences and drive retention)*

**// E-mail received by Michelle Van Valkenburg about Isael Centeno and Eric Guenard (Nashua-114) from Kelley Cotton of Wentworth-Douglass Health System:**

*Michelle,*

*As I'm sure you know, Eric is on his way over here. I just wanted to take a minute to say thanks for making this work out. I'm sure you already know this, but you have some great guys working for you....very quick to help out and address everyone's needs while all along having a great attitude about it. Eric and Israel are always a pleasure to deal with and today was again a great example of it.*

*Thanks,  
Kelley Cotton*

**// E-mail received by Peter Corse about Providence District (149) from Tony Araujo of Providence Water:**

*Hi Peter,*

*We've used Simplex a couple of times of the past couple of months, your companies service has been outstanding.*

*We plan on starting renovations in April of this year, it a proposed 12 month project. Once completed I would like to sit down and go over a service plan for the property.*

*In the meantime I will utilize SimplexGrinnell as needed.*

*Thanks*

**// Customer (Liberty Properties) Feedback Shared by David Ferrante (Sales Rep) About Tom Palmer and Jill Lemire (Worcester-168), and Jennifer Krejmas (SRC):**

*All,*

*I just wanted to bring to your attention that I received a call from Tom Nowicki who was thankful for yesterday's efforts and how pleased he is with us. He wanted me to pass this note along to Tom Palmer and senior leadership as his rush service was well received and we exceeded his expectations,*

*Thank You Tom Palmer for your efforts and Thank you Jill Lemire and Jennifer Krejmas for remaining flexible and assisting with this service.*

*Thanks  
David*

**// E-mail received by Dave Ottolini about Providence District (149) from Ken Dussinger of Newport Harbor Corporation:**

*Hi Dave,*

*Fire Marshal Tom Mello called me today asking for document stating the sprinkler system has been repaired and the fire panel is working properly. Sounds more like an affidavit.. Would you please mail this document to fire marshal Tom Mello at the Tiverton Fire department. I would also appreciate the same document be emailed to me and all included on this email.*

*Dave, I also wanted to thank you and your team for the quick response, especially when your company is under such duress.*

*Sincerely appreciated,*

*Ken Dussinger*

## // Stories and Spotlights

### Migration of Survey Case Action Management from Confirmat CustomerSat to Salesforce (SFDC)

One of the hallmarks of an organization's total commitment to improving the customer experience is how they address a customer's negative feedback. At Tyco we don't expect to have 100% satisfied customers, but the professional way that we identify, track and respond to adverse feedback often helps stabilize and improve a customer relationship. Conversely, situations where customers receive no response to their legitimate complaints simply reinforce their perception of being undervalued.

While survey action management has always been an integral part of our customer experience improvement process, we are taking steps to further integrate this process into the flow of everyday business by migrating action management entirely to Salesforce. The advantages are compelling:

- Inclusion of this process unifies key CSAT information for each customer in one environment – sales opportunities, prior survey results, CSAT scores and action management
- One process will now be used to address feedback requiring action from all our survey vehicles – Transactional (Post-Service and Post-Installation) and Premier Customer Relationship (PCRS)
- Improved ability for field management to coordinate action with responsible sales and service personnel
- Improved tracking of open cases and reporting on the speed of resolution

#### Web Training:

We will be scheduling training sessions to prepare employees with survey case management responsibility for the August cutover from Confirmat/EFM to Salesforce.

#### What you'll learn:

- How to access new action management cases once an alert has been sent to your Outlook Inbox
- How to assign cases to the appropriate personnel in your area
- How to manage and close action management cases
- How to track resolution of cases
- How the overdue case escalation process works

#### What you need to do:

- Look for your webinar invitation and sign up for one of these sessions
- Forward the invite to other members of your team who should also attend
- Resolve and close as many open survey action management cases in the Confirmat CustomerSat system before our cutover date
- Ensure that you have an active login for SFDC - verify your access at the following link: [Salesforce Login Screen](#)
- To acquire or reactivate access, send a request to John Kermet ([jkermet@simplexgrinnell.com](mailto:jkermet@simplexgrinnell.com))

Salesforce is fast evolving as our company's hub for ensuring customer success, and a one-stop source for measuring and managing your customers' experience. We are thrilled to be utilizing this solution to expand the scope of customer satisfaction survey/case visibility and access to a more enterprise-wide audience. ■

## // Caught in the Act of Excellence

Below is a sprinkling of the many positive remarks received from surveyed customers in Q3. Congratulations to these employees who were personally recognized by their customers for being our ambassadors of excellence:

- **Hudson Valley Metro-102:** Your staff is what creates your service product. Take good care of them. They are your company's reputation for excellence: **Bob Henry, Ben Smith, Joe Valentine** and **Tim (Reilly)**, who does construction jobs for us. They are truly the best service providers of many, many contractors that we use.

## // Caught in the Act of Excellence, cont'd

- **Buffalo-111:** With **Mike Zyglis** now as the Branch Manager, and his personal 24/7 oversight, there is a total change of operations for the better! I have even recommended SimplexGrinnell to other property managers as a result of his hard work and dedication! Keep up the great job, Mike Z.!!
- **Long Island-119:** The technician, **Ross (Moscioni)**, was extremely competent and familiar with the alarm system.
- **Western New England-129:** Our account rep **David Pontribriand** is great help to me and the test techs now learning sprinkler and alarm test procedures is awesome! I think as time goes on this is going to be a huge help for all involved and for the techs that might go on to be service techs what a great foundation for them.
- **New York City-143:** Just want to say **Mike Reilly** and **Drew Flatley** did an excellent job in getting our 5-year testing scheduled with FDNY, knowing all our timing caveats at Radio City Music Hall.
- **Portland (ME)-147:** **Brian Ross** provides excellent customer service.
- **Rochester-153:** The tech, **Mark (Reichardt)**, always does a great job!
- **Syracuse-162:** **George (Mitchell)**, the technician that is assigned to us, really does a great job. He goes above and beyond to help us learn the system.
- **Worcester-168:** Your technicians, **Brad (LeBlanc)** and **John Cavanagh**, are very attentive and professional.
- **Worcester-168:** The tech, **Steve (LeBlanc)**, always does a great job!
- **Atlanta-202:** **Ben (Parker)** is awesome!!!
- **Macon-203:** **Joey Warnock** is one of the most professional techs I have had the pleasure working with. Joey is extremely friendly, and always welcome to our store.
- **Kingsport-209:** You have a valuable tech in **Zach (Conboy)**.
- **Charleston (SC)-210:** **Jeffrey Aiken** is a great representative for your company. He is proactive and very helpful.
- **Charleston (SC)-210:** The technician that comes here is really awesome!!! I think his name is **Charlie (Youngblood)**, and he does an amazing job!!!! I would recommend him to anyone.
- **Myrtle Beach-217:** I would like to recognize **Bob (Marrone)**. He is the most professional, upbeat and nice technician we've had. I think all the technicians are knowledgeable and professional.
- **Mobile-222:** **Jimmy Sessions** is serious about his job and he always asks questions to make sure I understand what he is doing. He is a polite person.
- **Lexington-232:** Your rep, **Jason McIntosh**, did an excellent job. We were well pleased with his visit.
- **Lexington-232:** **Tim Lawson** is always very helpful and helps us out ASAP.
- **Raleigh-250:** **Gary Heaton** has my interest at heart and **Eddie (Smith)**, my technician, does also.
- **Raleigh-250:** **Rick Deaver** is an excellent tech.
- **Raleigh-250:** **Cathy Weaver** is great!
- **Richmond-252:** Your service manager, **Sean Suttles**, responds to calls with great customer service. And the techs are polite and pay attention to the customer's needs.
- **Miami-263:** **Francis (Ocran)** is the best tech ever. He should be rewarded!



## // Caught in the Act of Excellence, cont'd

- **Miami-263:** The service person, **Alex (Astudillo)**, is great. He explained everything.
- **Greensboro-286:** **Terrence Carter**, our tech, is great. Every time I call him with anything, he is right there. If he doesn't have the answer, he will call me back with it when he finds out.
- **Greensboro-286:** **Travis (Williams)**, the guy that does the inspection, is a great guy.
- **Greensboro-286:** I appreciate **Kevin (Chandler)**, the technician. He is awesome!!! He did a great job!
- **Chattanooga-288:** **Landon (Overby)** and **Curtis (Edwards)** do a really good job.
- **Nashville-289:** **Tim Lanius** is a very valuable asset to SimplexGrinnell. He is the reason that we are satisfied.
- **Nashville-289:** This last technician that we had, **Pete (Fordyce)**, was very efficient and knowledgeable with the system. He also went out of his way to ensure we understood everything as well.
- **Fort Myers-297:** The tech, **Lou (Santos)**, did a good job. His truck broke down and he was able to swap trucks and come back and finish the job. He always does an excellent job!
- **Chicago-311:** The tech, **Dan (Anderson)**, is always on time, very knowledgeable and able to update, fix or diagnose the system as required.
- **Chicago-311:** **John Fiedor** is an absolutely awesome technician!!!! Actually, all of the technicians have been exemplary when they have come out here. They always check in with me or the chief engineer to tell us what they intend to do when they arrive. And they do the same thing before they leave, without fail. This is not something that we asked for. This is just standard for each and every one of them. But John Fiedor just stands out. He goes above and beyond when he comes. He is an outstanding service person all around.
- **Detroit-321:** **Phillip Kessler** did an excellent job diagnosing and resolving the problems.
- **Detroit-321:** **Matt Ward** takes good care of me. And **Dave Kinkle**, who comes and does the work, does a great job. He keeps us advised of what's being done and such.
- **Grand Rapids-327:** Their tech, **Lee (Tate)**, has been working on our system for a long time and is very good.
- **Indianapolis-331:** **Marty White** and **Roger Spence** do an extraordinarily good job.
- **Indianapolis-331:** **Tony (Atherton)**, our tech, is great.
- **Kansas City-332:** I specifically request **Richard (Wyatt)** for the testing of our flow and tampers because of his vast knowledge, personality and professionalism.
- **Springfield (MO)-333:** My most recent service work completed by **Danny Salsman** was excellent. Danny was on time and worked through his lunches and breaks to try and get the job completed on our schedule. I appreciate all the work he did and the positive attitude he has.
- **Springfield (MO)-333:** The technician, **Pat (Ellison)**, always does a good job!
- **Madison-334:** Our service representative, **Luke (Lagomasino)**, really goes above and beyond when he comes here. And he should be recognized for that.
- **Madison-334:** **Joe Carter** does outstanding work.
- **Milwaukee-336:** The tech, **Paul (Kachelmeyer)**, did a good job.
- **Milwaukee-336:** Our rep, **Dick (Jacunski)**, is amazing. He is always very helpful and gets back to us quickly.

## // Caught in the Act of Excellence, cont'd

- **Omaha-362: Peggy (Schechinger)** is always great on the phone.
- **Omaha-362: Jimmy (Sramek)** is a pleasure to have around.
- **Fargo-385: David (Tacke)**, the gentleman that did our fire extinguisher inspection, was amazing. His customer service skills were top-notch and he went above and beyond. All of our inspectors were great!!!!
- **Fargo-385: Dave Tacke** is a great asset to your company. He really does a great job all around.
- **Fort Worth-405: Mike (Hayes)** and the service guys are great!
- **Dallas-407:** Both techs, **Paco (Reyes)** and **Don (Dowhun)**, do a great job! They know our system inside and out.
- **Fresno-413:** My tech, **Robert (Wilson)**, always goes above and beyond to help my store and maintain my equipment. Robert is definitely an asset to your company and is always professional.
- **Fresno-413:** My relationship with **Bill (Buffington)** and **Chris (Gail)** is great. They are very knowledgeable. **Frank Rodriguez** is good as well.
- **San Francisco-417: Emmanuel (Green)** is on time, friendly and thorough.
- **Denver-419:** The service of **Amir (Farahani)** is awesome!!! Amir has been coming here for as long as I can remember. He is always timely in calling and always ahead of the inspector. And I appreciate the relationship we have.
- **Las Vegas-435:** This service call with **Tom (Mattson)** was awesome. Tom actually took the time to get on a ladder to remove parts and make sure everything was in proper working order. Tom was very thorough. He took the time to not only properly test everything, but also made sure we understood how to work and prepare everything, which was very helpful.
- **Tulsa-441:** Our tech, **Jim Jack**, does a great job of communicating when he is here. Jim makes it easy to get things done. Keep Jim with us and we will be fine.
- **Oklahoma City-442: Mike (Evans)** is excellent. We get along well and he explains everything.
- **Oklahoma City-442: Fred (Garrison)** does an excellent job in an efficient amount of time.
- **Sacramento-455:** What makes me so likely to recommend SimplexGrinnell is the communication from their main contact person, **Randy Low**.
- **Sacramento-455: Johnny (Forget)**, the technician on site, is excellent. His skills, knowledge and customer service are all excellent. SimplexGrinnell is very fortunate to have a service representative like Johnny.
- **Seattle-458: Jeff Hartman** is a good one. And **Dale Helvie** is good for inspections.
- **Albuquerque-467: Manny (Padilla)** was awesome to work with.
- **Spokane-479:** I've dealt with **Dan (Cochran)** and those guys a long time. They're dependable and do what I need them to.
- **Spokane-479: Daniel (Ripley)** is a good guy.
- **San Diego-480:** Great service by both **Betsy Matheny** and **DJ Carter**.
- **Helena-483: Brent Jones** was awesome!



## // Caught in the Act of Excellence, cont'd

- **San Antonio-492: Jayson LeRoy** is fantastic!
- **Honolulu-499: Charmaine Lollar** was our service tech. I would like to commend this tech on her outstanding service. She has done our last few by-yearly services and we will request her for all of our testing service. You have a great employee.
- **Honolulu-499:** The technician, **Eric Medeiros**, is fast and great at providing us with any information needed.
- **Charleston (WV)-512: Tim (Perine)** has always been helpful and very courteous.
- **Charleston (WV)-512:** Mr. **(Matt) Mitchell** was very helpful.
- **Cincinnati-514: Butch (Sutton)** does a nice job providing documentation and scheduling.
- **Cincinnati-514: Josh Presnell** was fantastic, as usual. He is very professional, courteous and punctual.
- **Cincinnati-514:** I had **Rob Stalder, Joe Pangallo, Jason (Ward)** and **Jon Allen**. All of these men had a lot of knowledge. A lot of these men that come out, I have known for many years. They make sure the work is done correctly and that I'm happy.
- **Cleveland-515: Vassily (Klimchuk)** is a very respectful, professional SimplexGrinnell representative and we feel fortunate to have him inspecting all our safety equipment at Global Village Academy. He understands that the equipment he inspects and repairs is meant to keep our school children safe.
- **North Jersey-518: Dave (Irvine)** has the best personality.
- **North Jersey-518: Lisa Murray**, your office manager, has been a great help in getting a lot of old items cleared up for me. So kudos for her being onboard!!!
- **Harrisburg-528:** The service technician, **Ben King**, is an expert, and very smart.
- **Pittsburgh-546:** I was very pleased with the representative **(Joseph Stipetich)** that came to service us, and would like for that inspector to be recognized for the awesome service he provided.
- **Allentown-551: Mike Kuchera**, the technician that comes out frequently, is excellent and user-friendly.
- **Allentown-551:** The technician, **John Aldinger**, was EXCELLENT. He is ALWAYS very professional and courteous! He is a real asset to your company.
- **Allentown-551:** I am particularly impressed with your employee **Jeff Ringer**, who was able to help our office be OSHA- compliant. He was dedicated to working with the Wilkes-Barre Post Office by helping us to get a contract in place for our office. He followed up with us and allowed sufficient time for our office to complete the paperwork, as well as helping us to schedule our fire alarm inspection.
- **DC Metro-564:** Overall, I'm very satisfied with SimplexGrinnell; specifically, one technician, **Peter Chromicz**. Ever since I first met him, he has never let me down. If there is one technician at SimplexGrinnell that is knowledgeable, smart, technically honest, down to earth, and respectful, he is IT. Last but not least, we've never had an issue that he couldn't have solved. Tell him thank you so much for all he does. It is greatly appreciated.
- **DC Metro-564:** I hope they never change **Peter (Chromicz)**. He is great!
- **Baltimore-565: Michael Kerr**, the tech that comes out, is one of the best.
- **Columbus-583: Andy Talbott** is a genius and I give him a 10. ■