



TYCO SIMPLEXGRINNELL Q4 / FY 2016 CUSTOMER EXPERIENCE NEWSLETTER

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[// FY 2016 Cumulative Company NPS vs. FY 2015 NPS](#)

[// Regional NPS — FY 2016 \(Entire Fiscal Year\)](#)

Tyco SimplexGrinnell NPS — FY 2015 (Entire Fiscal Year)	Tyco SimplexGrinnell NPS — FY 2016 (Entire Fiscal Year)
52.5%	52.7%

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

Region	# of Surveys	% Promoters	% Passives	% Detractors	NPS (%)
Central	2,654	64.2	22.9	12.9	51.2
Northeast	2,516	65.9	20.6	13.5	52.5
Southeast	4,261	68.1	20.3	11.6	56.4
West	1,877	62.8	21.1	16.1	46.7

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

// What do Customers Expect from Their Experience?

In our Q3 newsletter ([Click here](#) to view), we explained why customer experience is so important. In this edition, we'll shed some light on what customers expect from their experience:

- Timely delivery of competitively priced products and services in a manner that allows customers to easily do business is a fundamental requirement for customer satisfaction. However, that is still not enough to differentiate us and build lasting loyalty, for some competitors can deliver comparable products and services, and often at a lower price.
- For customer experiences to be truly exceptional, there must be a more personal and emotional bonding that occurs, where customers perceive us to be acting as their advocates and view us as being committed to their needs, feelings and future experiences.
- It's equally important that we deliver exceptional experiences across all touch points of customer interaction over time. Customers need reassurance in knowing that they will have the same great experience each and every time they come into contact with anyone from our organization. If they have a bad experience with one Tyco Integrated Fire & Security representative or department, that will affect their overall view of us as a company, no matter how well we do across all other touch-points. In fact, one bad experience and you stand to lose them and likely never know why.
- And finally, it's all about the three **C**s: consistency, consistency, consistency... In baseball, getting one hit in every three at-bats will most likely earn a player a trip to the Baseball Hall of Fame. But when it comes to satisfying customer interactions, that won't cut it. Consistently delivering those personal and compelling customer experiences builds value and fosters credibility and ultimately TRUST, which is the prerequisite for building long-term customer relationships. ■

Did You Know...?

“80% of companies believe they deliver a superior customer experience. Only 8% of their customers agree.”

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

// Adam Brett of the Largo Medical Center sent the following e-mail to Joe Philbrook, Inspection Manager, Tampa, FL (292) district office about Inspectors Shane Johnston and Guillermo Monaco:

Joe,

Just a quick note to let you know, I was very pleased with the 3 days of inspections and extra help that Shane and Guillermo provided this week. They covered all three of my campuses and went out of their way to provide excellent service.

Thank you,

Adam W. Brett, DFM
Facilities Management
Largo Medical Center

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

// Steve Rice, Solutions Sales Manager, Seattle, WA district office—458, shared the following e-mail from Rick Hopkins of Bergelectric Corporation. Here, our customer praises Eldon Lamphere, Electronics Technician, Project Coordinators Melanie Smith and Yvonne Thompson, and Rob Slabaugh, Electronic Systems Sales Rep:

Steve,

Your team has been doing an amazing job for us here in Seattle

We are currently trying to finish the job from hell; it's three months behind and they need it done now (of course).

Your Field Tech, Eldon Lamphere, is amazing. His knowledge and attitude under this very stressful environment is nothing less than amazing. Melanie Smith is the PM and she has done and continues to do an awesome job. Yvonne Thompson has been great to work with and has been more than accommodating at this stressful time.

As far as Rob, well what can you say —“he’s da man”.

We are honestly very happy with your team and we are looking forward to doing many more projects with this team.

We would love to get together some time and I would like you to meet our entire team we have here in the office. Just let me know when you are available and we will schedule something.

Thanks,

Rick Hopkins
Operations Manager, Seattle, WA
Bergelectric Corp.

// Dave Rittenhouse, Service Supervisor, Seattle, WA district office—458, received this email from Ben Belcher of IKO Pacific about Craig Lish, Electronics Technician:

David,

I'm writing to compliment Craig Lish and encourage you to recognize him for his knowledge, thoroughness and drive to ensure that his client's fire systems function perfectly. Craig worked hard yesterday at finding root cause of issues and clearly has a good understanding of fire alarm systems. He is an excellent communicator and is easy to work with. I appreciate being able to work with Craig and hope that he visits for future of such tasks. This compliment was my idea and I asked Craig if I could have his permission to pass this onto his boss after I had the chance to work with him yesterday.

There were some show stoppers yesterday that drastically effected our ability to perform the pre-planned work, but these were not the fault of Craig. I'll address this in a separate email.

Thanks,

Ben Belcher
Plant Engineer
IKO Pacific

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

// Dan Kepple, Supervisor, Cincinnati, OH district office—514, received the following email about him and his Cincinnati staff from Katherine Cleaver of the University of Dayton:

Hi Dan,

Thank you very much for all the hard work from you and your staff to the University of Dayton. I realize I was throwing a hail mary at 5 pm on Friday night, but you guys caught it and we are thankful. Thanks for restoring our system during move in weekend and helping to ensure the protection of our students.

Many thanks and have a great rest of your week.

*Katherine Cleaver
University of Dayton
Director of Safety and Environmental Compliance*

// Robert Cochran of the Wakulla County Sheriff's Office sent the following e-mail to Danny Prendes, Total Service Manager, Tampa, FL—292 district office, about Senior Tech Rep Dean Earhart:

Mr. Prendes,

I would like to take a minute to let you know that the service tech Dean Earhart did an outstanding job with the last work order here at the Jail. He was a professional and knew the task that he was performing.

Thanks again

*Robert Cochran
Building/Fleet Maintenance Director
Wakulla County Sheriff's Office*

// Danny Prendes also received this email from Debra Riley of the Lafayette County School Board about Dean Earhart (Tampa, FL—292):

Dear Mr. Prendes,

I am writing you today to compliment Dean Earhart for the recent service call he responded to at our district. Mr. Earhart came to fix some deficiencies that were found over the summer. He arrived on time and communicated to our maintenance technicians where he would be working when he arrived. While working in our schools and around our staff he was professional and cleaned up his work site when he was finished.

*Sincerely,
Debra Riley
Lafayette County School Board*

Do you have a story or unsolicited customer feedback that showcases a great example of an employee or team going the extra mile? If so, please send your story to our Customer Experience Team at sgcsat@simplexgrinnell.com ■

// Stories and Spotlights

Customer Experience – CRM Integration in Salesforce.com (SFDC)

Did you know that Salesforce.com users have a wealth of customer feedback available at their fingertips? Every survey response and NPS/CSAT score is integrated into SFDC for customers residing in that CRM. What better way to prepare for a sales call than to review survey results that might be linked to that customer! What better pool of customers to focus on for references or cross-selling than those who have given us high Net Promoter Scores or “Perfect Tens!” Customer intelligence resides at the account level, but results are also searchable by office. Contact Don Montour (dmontour@simplexgrinnell.com) for more information. ■

Transactional Surveys Clone | Create New View

New Survey Response

Action	Survey Respons...	Account	District	Service Call D...	Contract Item	Response URL	SCI Ra...	Secure Index
Edit	SR-33175	ATB CAMPUS	Calgary	8/29/2016	[... SYSTEM-SP-WET ...	<input checked="" type="checkbox"/> https://portal.customer...	0	At Risk Customer [0.699 or...
Edit	SR-33241	Schwan's Home Service #...	Columbus	8/26/2016	[... SYSTEM-EX-EXTI...	<input type="checkbox"/> https://portal.customer...	1	Secure Customer [0.9 - 1.0]
Edit	SR-33246	Somerset Fire Dept. Statio...	Lexington	8/26/2016	[... SYSTEM-EX-EXTI...	<input type="checkbox"/> https://portal.customer...	0.767	Vulnerable Customer [0.7 - ...
Edit	SR-33247	Wayne State University	Detroit	8/26/2016	[... SYSTEM-FA-SIMP...	<input type="checkbox"/> https://portal.customer...	0.9	Secure Customer [0.9 - 1.0]
Edit	SR-33251	TD Industries	Fort Worth	8/26/2016	[... SYSTEM-FA-GENE...	<input type="checkbox"/> https://portal.customer...	0.9	Secure Customer [0.9 - 1.0]
Edit	SR-33253	Community Behavioral H...	Philadelphia	8/26/2016	[... SYSTEM-EX-EXTI...	<input type="checkbox"/> https://portal.customer...	1	Secure Customer [0.9 - 1.0]
Edit	SR-33258	ALLISON ASSET MANAG...	Greater Los Angeles	8/26/2016	[... SYSTEM-SP-WET ...	<input type="checkbox"/> https://portal.customer...	1	Secure Customer [0.9 - 1.0]
Edit	SR-33259	Ermco	Memphis	8/26/2016	[... SYSTEM-FA-FCI N...	<input type="checkbox"/> https://portal.customer...	0.967	Secure Customer [0.9 - 1.0]
Edit	SR-33261	Smoker Friendly #13	Charleston WV	8/26/2016	[... SYSTEM-EX-EXTI...	<input type="checkbox"/> https://portal.customer...	0.967	Secure Customer [0.9 - 1.0]
Edit	SR-33268	Hilton Skirvin Hotel	Oklahoma City	8/26/2016	[... SYSTEM-SP-FIRE ...	<input type="checkbox"/> https://portal.customer...	1	Secure Customer [0.9 - 1.0]
Edit	SR-33277	Fairfield Business Park LLC	Des Moines	8/26/2016	[... SYSTEM-FA-SIMP...	<input checked="" type="checkbox"/> https://portal.customer...		
Edit	SR-33286	Tarrant County College - ...	Fort Worth	8/26/2016	[... SYSTEM-SP-FIRE ...	<input type="checkbox"/> https://portal.customer...	0.8	Favorable Customer [0.8 - ...

Customer Survey Case Management in Salesforce.com (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. 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.

In August, our Market Intelligence Team partnered with Field Service leaders and Sales Operations to transition case management into Salesforce for customers residing in that CRM. Now, unfavorable customer surveys or complaints will seamlessly create a case in SFDC, with an assigned case owner. These cases can be reassigned and tracked to resolution. Escalation processes exist for overdue cases and a dashboard will facilitate oversight by area service operations managers. ■

// Caught in the Act of Excellence

Below is a sprinkling of the many positive remarks received from surveyed customers in Q4. Congratulations to these employees who were personally recognized by their customers for being our ambassadors of excellence:

- **Hudson Valley Metro-102:** I’d like you to know that **Teresa Brown** does a great job!
- **Hudson Valley Metro-102:** **Brian (Walsh)**, our service tech, is very helpful, knowledgeable and accommodating; a great representative of SimplexGrinnell.
- **Hudson Valley Metro-102:** My tech, **Joe Valentine**, is great. He is upbeat and explains everything in terms that we can relate to. Also, he always lets me know of any new services that SimplexGrinnell offers.
- **Nashua-114:** Our tech, **Bob (Lahey)** is great at explaining things and fixing things for us.
- **Long Island-119:** The tech, **Mike (Judge)**, was really good.

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

- **Portland (ME)-147: Jim (Rice)** was really respectful. He knew we had kids in the building and did all he could to work around them.
- **Portland (ME)-147:** Their techs all seem knowledgeable and hard working. The tech, **Kurt (Vaden)**, did a good job.
- **Syracuse-162: Ron Lew** is awesome. We rate give him a “20.”
- **Syracuse-162:** The reason I am so likely to recommend SimplexGrinnell is because of **Ebin Winters** and **Troy Wiseth**'s customer service! They return our calls for assistance most generally within 15 minutes.
- **Atlanta-202:** I called **Janet (Gatere-Jordan)**, our rep, on Sunday afternoon. She worked with me personally to get us service within several hours. That is service, and that is what it's all about. Thanks to her personal touch, and the prompt response and follow-up of the tech, we were able to communicate clearly the situation to our guests and staff, and reopen for business with the least possible inconvenience. This is why we have moved all 4 of our ATL restaurants to SimplexGrinnell, and why we are looking to take them national.
- **Atlanta-202:** We love our tech, **Marshall (Stone)**.
- **Atlanta-202:** I am so likely to recommend SimplexGrinnell is because of quick service and **Megan O'Brien**.
- **Macon-203:** Our quarterly service tech, **Timmy (Renfrow)** has expertise and does well with the relationship.
- **Kingsport-209: Chad Lane** does a good job with quoting and follow-up. He appears to know the fire code well.
- **Charleston (SC)-210: Jerimiah (Miller)** is awesome!
- **Charleston (SC)-210: Mark (Militello)** did a very timely/professional job!
- **Lexington-232: Ray Wiles** was an excellent service tech and I appreciate you all sending him.
- **Memphis-235: Joe Trowbridge** and **Ed Bowen** have been excellent to work with me and our team at Pictsweet. I would definitely choose them again as business partners.
- **Raleigh-250:** The tech (**Chad Tate**) that was assigned to this job was great. He was informative and personable, and will to do what it takes to help us here.
- **Charlotte-260: Ryan (Pennigar)** is an excellent tech.
- **Charlotte-260: Jim Baucom** is one of the best techs you have.
- **Charlotte-260:** The service technician, **Jonathan Weaver**, is very knowledgeable with this building and has proven his trustworthiness.
- **West Palm Beach-262: Erling Santamaria** is great. We would like to have him as our assigned. technician.
- **West Palm Beach-262:** Our tech, Mr. (**Charles) Boyd**, has been coming to our location for years. He knows the system very well and is very professional.
- **Miami-263:** Your technician, **Kenny Million**, is very professional. He does great work and has great customer skills.
- **Miami-263:** I have had the same tech, **Mike Gulics**, for 20 years, and I am pleased with his service.
- **Jacksonville-264:** Your service tech **Chris (Barlow)** is awesome. He has great customer relations skills, knows his job well and is a great troubleshooter.
- **Shreveport-287:** The tech, **James (Trull)**, did a great job.
- **Chattanooga-288: Kurt (Stiefel)** is wonderful.

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

- **Knoxville-290: Matt (Haldeman)** does an excellent job every time he comes here.
- **Knoxville-290:** The last tech that was sent here, **John Bailey**, is a very brilliant man. He is providing quality service for SimplexGrinnell. We would like to have him assigned to our company.
- **Orlando-291: Steven McCall** is an asset to your company. I have worked with him for years.
- **Tampa-292:** I like working with **Beau (Ledoux)**. He walks me through everything. I really appreciate the time Beau takes with me to explain things.
- **Roanoke-293: Richard (Crist), Bob (Schwartz)** and the technicians that have come are top-notch. They provide us with 100% service each time. They are awesome!!!!
- **Norfolk-295:** The tech, **Kevin (Williams)** always does a great job. He follows up and helps them resolve issues.
- **Chicago-311:** The tech, **Terry (Kimes)**, does a really good job.
- **Chicago-311: Don Harris** did a great job!
- **Chicago-311:** I am extremely likely to recommend SimplexGrinnell because of their coordination, as well as the professionalism of **Brian Palma**.
- **Chicago-311: Ray (Suckash)** is a phenomenal technician he always goes out of his way to ensure we know everything that is available that we could take advantage of to help in any way with the operations of our system. If anything goes out he always checks anything that we have that is connected to that zone or similar to that zone to ensure we don't have issues from those zones either.
- **Detroit-321:** The technicians, **Dion (Norman)** and **Joe (Trout)**, and the office person, **Carolyn (Cordle)**, are very good at what they do.
- **Grand Rapids-327: Tim Whittaker** is a great technician. He explains the way the system works, so that I can understand, and he's always friendly and patient.
- **Grand Rapids-327:** The tech, **Paul DeYoung**, is a excellent man, who goes above and beyond his task. He is very knowledgeable and does excellent service.
- **Indianapolis-331: Roger Spence** and their team keeps things running smooth for us. Thanks for the work.
- **Indianapolis-331: Aaron (Griesemer)** does a great job at customer service. He is in and out without disrupting our day.
- **Kansas City-332:** I would like to recognize **Tom Giacchi, Scottie Vink, Dave Laster, Ron Elkins, Skip Johnson, Scott Merriman, Lisa Peyton, Shelley Carlow, Rebekah Potter** and **Ronda Kirbach**, and **Todd Miller** of National Accounts for their excellent service and friendliness. I am retiring in four months and will miss talking and working with all of them. Thank you.
- **Kansas City-332:** The tech, **Randy Johnson**, comes in, does his job and leaves. He makes it easy on us.
- **Kansas City-332: Lukas Hawley** represented you better than anyone I've seen or talked to in your company for a long time.
- **Madison-334:** My service tech, **Luke (Lagomasino)**, was wonderful.
- **Madison-334: Richard Wynne**, our technician, is very efficient in his job. He is a very good SimplexGrinnell employee and I am confident in his service. He is customer-friendly, and that is great for us.
- **Milwaukee-336:** Their tech, **Doug Petrie**, is great guy to work with, and always does a good job.

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

- **St. Louis-354:** Their tech, **Joe (Candela)**, is great!
- **Northern Indiana-359:** **Marilyn (King)** was fabulous.
- **Fargo-385:** **Steve (Rennecke)** is an excellent technician; very helpful.
- **Lubbock-404:** I really enjoy having **James (Goundie)** inspect my buildings. James is doing everything he can to provide great service to me.
- **Fort Worth-405:** **Edward Njiru**, the tech who performs fire alarm service, does a phenomenal job. When our corporate managers changed providers (against my better thought), I knew we'd be coming back. I have a very good rapport with all of the techs who come here. And if one isn't sure on something, they will call the tech that normally comes to get assistance. And they do good work and clean up after themselves.
- **Fort Worth-405:** Our SimplexGrinnell team is always prepared and professional. **Kent (Boulware), Mike (Hayes)**, and the crew show up for regular PMs without me having to schedule them. I don't have to supervise them. They know exactly what to do and where to go. We have a wonderful rapport.
- **Dallas-407:** I am extremely likely to recommend SimplexGrinnell because of helpful **Heather Horton**.
- **Dallas-407:** **Jack Gauntt** is AWESOME whenever he is called here. He is an asset to SimplexGrinnell, that you just can't find anywhere.
- **Dallas-407:** **Terrance (Watts)** always helps us and makes sure that everything gets done.
- **Fresno-413:** **Robert (Wilson)** comes out and does our whole district, and is great.
- **Fresno-413:** I was just contacted by **Stephanie (Kinnare)** to schedule our annual service. She was very professional and responsive.
- **Greater LA-434:** **Joe Schmit** is outstanding.
- **The Inland Empire-436:** **Rick Perez** from SimplexGrinnell is very knowledgeable and very helpful.
- **Oklahoma City-442:** Our technician, **Jeremy (Anderson)**, has done an outstanding job trying to be accommodating to our schedules. He also tries to be helpful in carefully explaining to us what may be causing the issues and explaining ways we can reset the system or troubleshoot different things without losing all of our programming.
- **Oklahoma City-442:** **Mike Evans** does an excellent job.
- **Portland (OR)-448:** Our tech, **Ryan (Mendoza)**, is awesome!
- **Reno-454:** **Richard (Curreri)** always shows up when he is supposed to.
- **Sacramento-455:** I am extremely likely to recommend SimplexGrinnell because of our technician (**Johnnie Forget**).
- **Sacramento-455:** **Hobie (Kuebler)** has excellent customer service and is extremely knowledgeable.
- **Wichita-472:** **Wendy (Root)**, our account rep, and **Frank (Hill)**, our tech, do their best to take care of all of our needs. That has been really helpful.
- **San Antonio-492:** **Robert (Salinas)** has always been really good; so patient and understanding.
- **San Antonio-492:** **Terrie Rangel** is great, and makes my life much easier.
- **Honolulu-499:** **Roger (Muyco)** is always on top of everything.

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

- **Honolulu-499: Glenn Chang** is very knowledgeable. He makes everything appear so easy. In addition, his communication is always very clear.
- **Charleston (WV)-512: Thomas Mitchell** was extremely pleasant and accommodating.
- **Charleston (WV)-512:** I just love my technician, **Darrell (Tawney)**. He is great; very accommodating and goes out of his way to make sure I understand all the stuff he is telling me.
- **Cincinnati-514: Eddie McDonald** and **Butch (Sutton)** do a great job, and are easy to contact and schedule.
- **Cincinnati-514: Austin (Kain)** was a great tech.
- **Cincinnati-514: Andy (Rettig)** in the sprinkler division is a great employee! Professional, courteous, and always on time. **Joe (Pangallo)** the electrician technician is also a great employee. He is very thorough and always gets the job done!
- **Cincinnati-514: Jason (Ensell)**, the deficiency rep very awesome and Mike Henn, the service tech also awesome!!!
- **Cleveland-515: Renee Hathaway** was excellent. She gave me her cell phone and contacted me most days (including a Saturday) with an update.
- **North Jersey-518:** I have the best technician, **David Irvine**.
- **North Jersey-518: Rich (Carlsen)**, our sprinkler tech that comes out, is top-notch.
- **Harrisburg-528:** I've worked with them many years, and **Pat Arista** is wonderful!
- **Harrisburg-528: Paul (Savino)** was very courteous, polite and professional. I was very pleased with the service.
- **Pittsburgh-546: Gary (McMurtrie)** does a great job. He is easy to understand and deal with.
- **Pittsburgh-546:** I wish to give kudos to the rep that came to my premise, **Gary McMurtrie**. I was extremely satisfied with his service.
- **Allentown-551:** You have a number of 'superstars' who work in your technical department. These people deserve a pat on the back. **Tim Farrell, John Robbins** and **Vince Leland** do a super job for us. Thank you!!
- **Allentown-551:** Their tech, **Lew (Smith)** is great and sets the bar high.
- **DC Metro-564:** Their tech, **Angel (Martinez)**, did a great job.
- **DC Metro-564:** The main reason I am so likely to recommend SimplexGrinnell is our account manager, **Joe Cheseldine**.
- **Baltimore-565: Mike Kerr** is the tech who usually comes out, and he is great!
- **Baltimore-565:** My technician, **Kevin Brown** is great. He does exceptional work.
- **Baltimore-565: Phil (Creasey)** does a great job!
- **Columbus-583: Paul Adams** is great! He definitely goes above and beyond to make sure we know what he found, what he did, and things we may be able to do to prevent any future problems. He makes sure we always have a way to contact him for questions or whatever. He just does an amazing job representing quality performance at SimplexGrinnell. ■