



People You Know-A Company You Trust

## **CASE STUDY:** **Maximum Security** Customer Satisfaction Surveys



## A Client Satisfaction Survey

# CASE STUDY

Maximum has provided security and home alarm systems to the residents and businesses in the Coachella Valley, California area since 1987. Many people know Palm Springs, Rancho Mirage, and Palm Desert but there are other contiguous cities in the valley, with Maximum serving them all.

Steve Kaufer, CPP owner and President of Maximum, is well known in the community, growing his company with a nice mix of both residential and commercial clients. Steve built his organization around the slogan *People you Know—A Company You Trust*. These are not just words to Steve and his dedicated team; they believe in serving their customers with pride every day.

While Maximum performs transactional surveys to stay connected with customers—whereby a customer is contacted after an installation, service call or a central station activation—Steve like many company owners, does not perform an overall customer satisfaction survey. There wasn't a specific incident that caused Steve to look for a company to perform customer satisfaction surveys, but he wanted to make sure that there wasn't something brewing under the surface that he and his team were unaware of.

Enter MacGuard Security Advisors Inc. Steve had known Kirk MacDowell, the owner of MacGuard, for over 30 years and the two were good friends, always talking about industry trends and opportunities. In fact, both had owned previous noncompeting alarm companies in California and would routinely share business practices. Steve was aware that Kirk was providing consulting services to the industry and during a recent call, the two spoke about the services MacGuard was offering to alarm dealers and integrators.

**MAXIMUM  
SECURITY**

People You Know—A Company You Trust



## CUSTOMER SATISFACTION SURVEYS

Among MacGuard's offerings for the electronic security industry are several services to help clients provide a world-class Customer Experience. MacGuard understands that companies with a Customer Experience vision and mission are better positioned to stand out from competitors, to increase business, and to take control of key performance indicators for their company.

MacDowell knew that most of his clients were performing transactional surveys, but, like Maximum, a significant percentage were not conducting customer satisfaction surveys on a routine basis to determine the overall satisfaction of their client base. During routine interviews with dealers and integrators, MacGuard also discovered that clients knew their annual attrition rate but did not know their company's Net Promoter Score® (NPS®), the gold standard of measuring customer loyalty, or their client's probability of remaining a customer. As a result, MacGuard added customer surveys to its core services—kicking off the process with a 13-month beta before launching to the industry.

As part of that effort, Kirk welcomed Deb Moretti to the team in 2020. She was former Director of Customer Experience with Guardian Protection. There, Moretti was involved with the formation, development, and daily management of the Customer Experience function at this successful integrator. Together, they reviewed multiple enterprise level survey software programs to determine which was best for MacGuard's clients.

Once MacGuard's customer satisfaction surveys were implemented, the results were surprising. Top details uncovered in a typical survey were:

- The likelihood a client will stay with the specific company, which MacGuard calls its Likelihood to Stay Score™ (LTS Score™)
- How the company can better influence their customers' overall satisfaction
- The end user's propensity to upgrade equipment and service



The final survey report provided by MacGuard to the client showcases this data alongside detailed information on every function of their business.

Kaufer knew that there were options for him with respect to who might conduct his customer satisfaction survey, but he wanted someone who came from the industry rather than a generalist who may have worked with HVAC companies or car dealerships for example. He was correct to follow his instinct. Moretti knows from her past experience that certain responses in a survey needed to be viewed differently if the end user came to the company through an acquisition, a takeover of the account by Maximum from a competitor, or if the system was originally sold and installed by Maximum. This knowledge can only come from domain experts like Moretti and MacGuard, who dive deep into the data to provide actionable statistics for integrators like Maximum.

Kaufer, Moretti, and MacDowell developed a Scope of Work (SOW) predicated on MacGuard's expertise and Kaufer's desire to learn more about his customers' perception of his brand, and any improvements he needed to make for an exceptional customer experience. The SOW includes collaboration with the client to customize questions for the survey, to provide an overview of survey methodology, provide list management and data cleansing of customer information (if needed), professional administration, data collection, and analysis, delivered in an executive report.

The MacGuard survey comprises key questions to establish the brand's Customer Experience (CX) metrics including NPS®, Customer Satisfaction (CSAT), and the LTS Score™. CX metrics are the methods to measure and track their overall customer experience. By collecting feedback from customers, companies can set benchmarks to compare and assess how they're doing over time, work to improve products and services, internal processes, and procedures, plus refine sales and marketing strategies.



CX is the impression customers get as they move through their entire journey with a company, considering every interaction across many touch points; this involves viewing its marketing and advertising efforts, engaging with a company website, positive or negative experiences with a purchase or delivery, normal system use, and the communications received over time with customer service and other company services. As the saying goes, “You don’t know what you don’t know”, you can only work with the information you have. MacGuard’s customer satisfaction survey provides companies with the information they need to build a better business and retain more customers.



MacGuard believes that in the future, due diligence performed on a company will not only include the attrition rate, but also the LTS Score™ as a pre-predictor of attrition.

**Customer Satisfaction Survey Results**  
Customer Experience Metrics

MacGuard's CSAT Survey applies three important Customer Experience (CX) metrics to assess your customer's satisfaction:

- 1. Net Promoter Score® (NPS®)**
  - How likely are you to recommend us?
- 2. Overall Customer Satisfaction (CSAT)**
  - How satisfied are you with us overall?
- 3. Likelihood to Stay™ (LTS™)**
  - How likely are you to continue using our services?

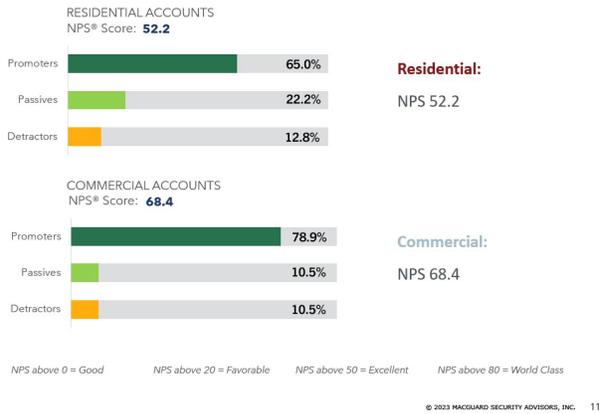
© 2023 MACGUARD SECURITY ADVISORS, INC. 10

## THE RESULTS

Maximum’s overall customer satisfaction scores were impressive, scoring a solid NPS® of 53.7. NPS® measures a customer’s loyalty to the brand, with anything over 50 considered excellent. Values range from negative 100 to plus 100.

**MACGUARD**  
SECURITY ADVISORS, INC.

**NPS® BY  
CUSTOMER  
TYPE**

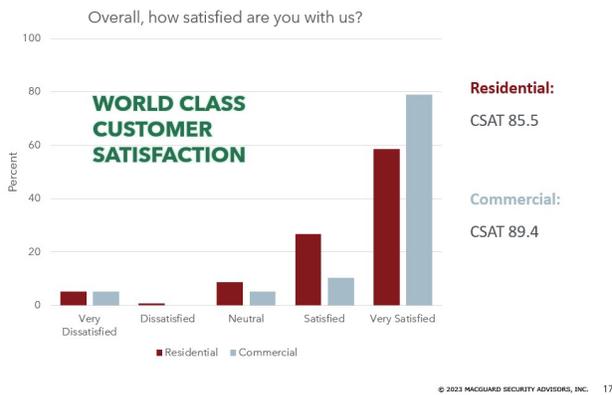


Maximum also had a high CSAT Score. CSAT measures customer satisfaction with a product or service. The American Customer Satisfaction Index (ACSI®) is the only national cross-industry measurement of customer satisfaction in the United States. The Index measures the satisfaction of U.S. household consumers with the quality of products and services offered by both foreign and domestic firms with significant share in U.S. markets. Although there is not a specific CSAT score for the electronic security industry, **according to the ACSI, the overall U.S. Customer Satisfaction Score is 74.4%. Maximum scored an impressive 85.9!**



**MACGUARD**  
SECURITY ADVISORS, INC.

**CSAT  
SCORE BY  
CUSTOMER  
TYPE**



Another key customer satisfaction metric is MacGuard’s Likelihood to Stay Score™ or LTS Score™. MacGuard’s survey uncovers and identifies customers who may attrit, along with

the reason the customer may be leaving the company. Digging further into the data, they identify specific areas of client content or dissatisfaction. MacGuard counsels' clients to use the strong attributes uncovered during the survey to reinforce marketing and sales efforts, letting potential customers know the key things that others are saying.

During Maximum's survey, MacGuard uncovered many positive attributes. The top four experiences of the satisfied and very satisfied customers were:

1. Ease of intrusion system use
2. The customers' perception of the customer service experience
3. Installation experience
4. Service experience

Of the same group of satisfied and very satisfied customers the areas of improvement were:

1. Website experience
2. Central Station experience during an alarm activation
3. Sales experience

Keep in mind that the areas of improvement came from very good customers, so it's almost like they're saying, "We love you, just do these things a bit better."

Not all LTS Score™ reasons are negative and MacGuard's data uncovers why. For instance, one MacGuard client has customers on an island where a naval base is located. Sailors deploy and clients are lost, but new naval aviators arrive for training and the intrusion account is reactivated under a new name.

From a customer engagement perspective, when Maximum's clients were asked what they could be doing better to influence the overall satisfaction score, 30% of the respondents indicated that they wanted to be informed about new technology and products. This is a reminder to always be upselling your base.

Maximum's total overall response rate of residential and commercial customers was 20%, which is typical according to MacGuard, with a higher response rate from residential consumers.



## TURNING FEEDBACK INTO ACTION

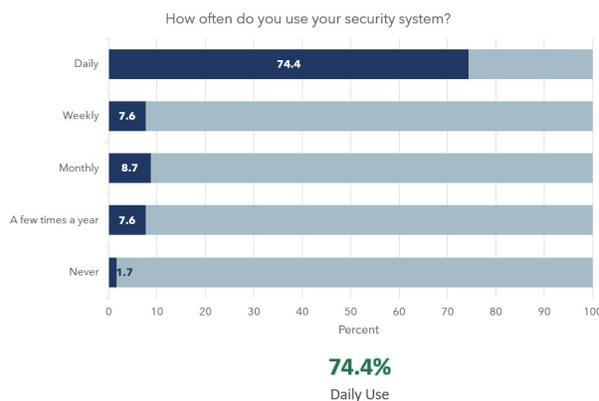
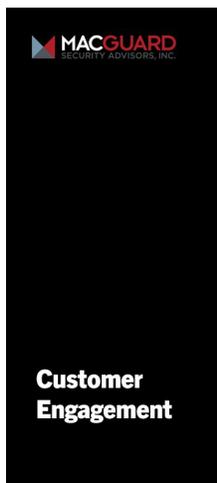
According to Semrush, a visibility management and contact marketing company serving Tesla, GE, and others, 76% of companies agree that customer lifetime value is an important concept in their organization, yet only 42% of companies can accurately measure the lifetime value of their customers.

MacGuard agrees. "If we can identify the specific root cause of dissatisfaction and work with our clients to turn that around, then we increase the LTS Score™ and reduce churn long before it happens," says MacDowell.

Kaufer adds, "...that if the survey results can reduce my annual churn by just 12 accounts, the survey pays for itself, and the benefit is that I keep those customers for additional years."

Most companies know their annual attrition rate and can explain in detail year-over-year trends. MacGuard suggests that the pre-attrition metric of the LTS Score™ will complement the overall attrition score in the future.

"We look forward to using LTS Score™ as a standard of client satisfaction and a pre-attrition metric for the electronic security industry," Moretti stated.



© 2023 MACGUARD SECURITY ADVISORS, INC. 22

From survey feedback, Maximum and MacGuard have developed an action plan to address areas of improvement including enhancing the website experience, establishing KPI's to monitor the central station proficiency during an alarm activation, and with the sales team to deliver an exceptional customer sales experience.

"Many times, we work with our clients during the interview process of retaining a new marketing company in order to revise a web site, or retain a sales trainer to address weak areas," says MacDowell. "Once the vendor is chosen, we monitor the effectiveness of the corrective campaigns."

MacDowell went on to say that he's been fortunate to be in the industry for 43 years. "There's nothing more rewarding than working side-by side with clients identifying customer issues during these MacGuard surveys, and then taking appropriate actions to help them excel in all areas of their business. "

