

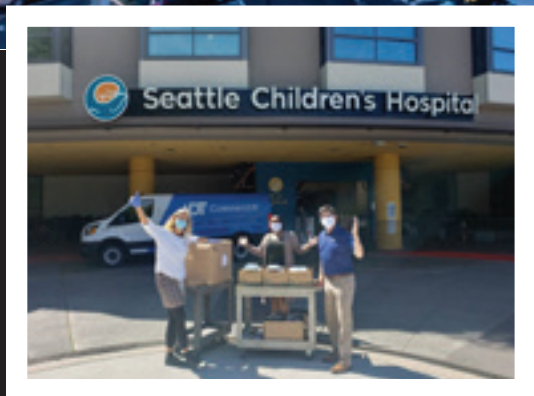
Security Sales & Integration

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ADT COMMERCIAL TAKES AWARD-WINNING APPROACH TO SEATTLE CHILDREN'S INTEGRATION



- ▶ **ADT Commercial Donates Meals to U.S. Healthcare Workers**
- ▶ **ADT Commercial Emerges as National Accounts Leader**

ADT Commercial Emerges as a National Accounts Leader

The company's return to commercial integration prominence was key to being awarded an SSI 2020 Installer of the Year runner-up honor.

July 10, 2020 | Rodney Bosch

After splitting from Tyco in 2012 — and stripped of its commercial business as part of the transaction — ADT emerged as a separate company initially focused almost entirely on residential security. In that time the company, under multiple leadership changes, has worked mightily to return to the commercial integration business with a goal to become a national accounts leader.

That effort has been supercharged by a succession of strategic acquisitions, including 15 leading regional integrators to have joined the fold in the past two-and-a-half years, bringing decades of experience to commercial and national account customers.

The company unveiled its ADT Commercial brand last year at ISC West as part of its multiyear expansion plans. In 2019, the company also rolled out a core mission with the tagline: *Powered by Experience. Driven by Excellence.*

“This mission represents the tremendous breadth of industry talent that has joined forces to create ADT Commercial and the specialized skillsets each brings to the table. We’re differentiating ourselves across the industry through premier customer service delivery and attracting the best technical and customer-centric employees,” explains Dan Bresingham, executive vice president of the commercial business.

Focus on Guiding Principles

Bresingham describes four guiding principles — Our People Are the Difference; Customers Are Our True North; Dedicated to Commercial; One Ideal Partner — that “are at the heart of everything we do, every endeavor we take on, and everything we achieve.”

Under ADT Commercial, customers benefit from the expertise of more than 4,500 professionals spread across 150 commercial branch locations. Having amassed an extensive national footprint, supported by a local touchpoint and capabilities, has allowed the company to nimbly respond to its clientele’s needs, explains Bob Dale, senior vice president, national account sales.

“Whether it’s for a midsize organization, a large-scale enterprise or a *Fortune* 1,000 company, we continue to measure customer satisfaction through daily metrics and transparent customer surveys to ensure our speed and quality of service remains in-standard — from our call



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centers to our front-line field operations,” Dale continues. “We consistently maintain an aggressive customer contact strategy to ensure each customer feels top-of-mind and that they can count on ADT Commercial to respond to their needs directly and with the utmost urgency.”

The company evaluates customer service performance by implementing daily scorecards centered on specific metrics that are crucial to the success of the integrator-end user relationship, explains Mike McWilliams, senior vice president of field operations.

These metrics include time to installation, time to service, number of sales activities, number of cancellations, retained monthly revenue, and new sales. The detailed scorecard summaries are accessed online by top executives, regional leaders and branch managers, resulting in full performance transparency.

McWilliams invokes an ADT Commercial guiding principle to express the importance placed on customer service evaluations. “We know that our reputation is based on how we serve our customers, and so it’s our goal to ensure that our teams — some of the most talented, experienced leaders in the industry — remain fully focused on making ADT Commercial that one ideal partner in all of our relationships.”