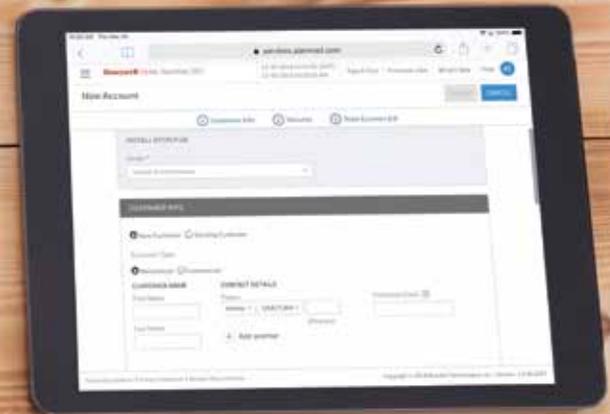
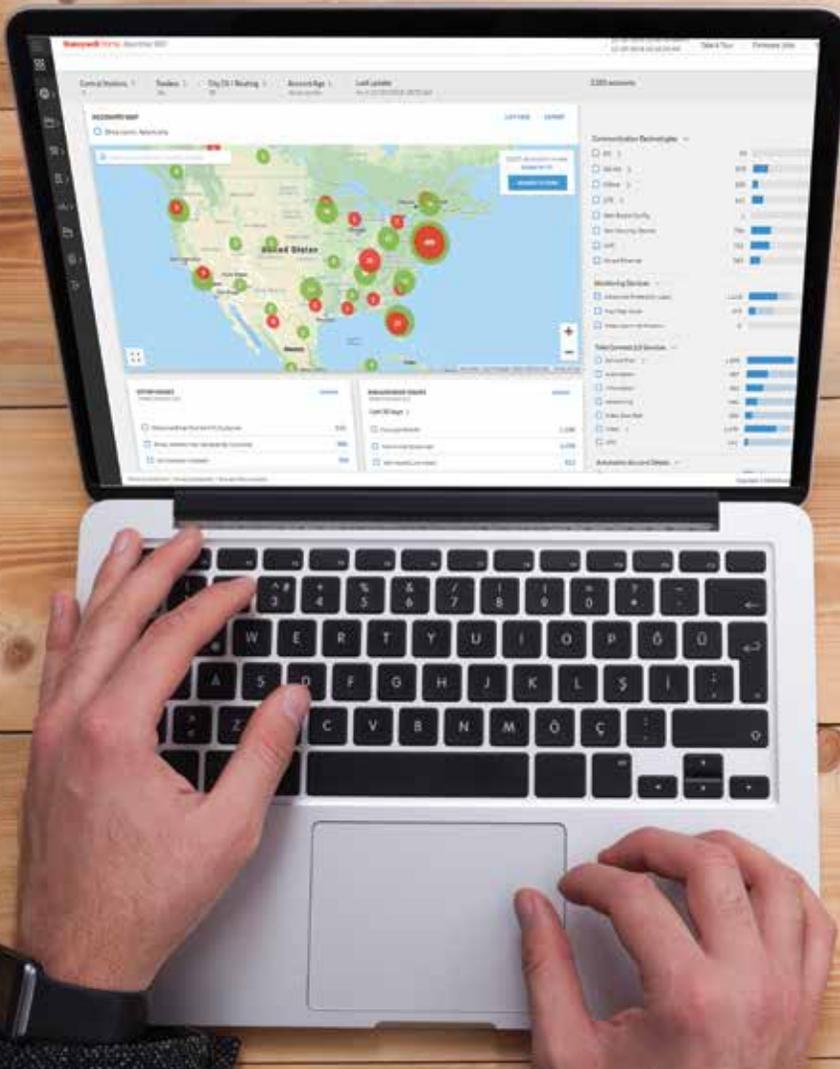


Best Practices: How to Engage and Retain Your Customers

Resideo Total Connect Remote Services



Get the Most Value Out of Your Customers

Use AlarmNet 360™ Insights

Your current customers are critical to your bottom line – especially when they keep coming back for repeat business. After all, it's easier to upsell current customers than to spend money trying to attract and attain new ones. The best way for you to build these long-term relationships is to ensure your customers are engaged with the security systems you install in their smart homes.

By analyzing the data in AlarmNet 360, you have the opportunity to create a growth plan for your company. You can easily select and sort your account base and identify the products and services being actively sold.

Take Advantage of Our Smart Ecosystem

Benefits of Smart Devices for the Professional Security Channel

The explosion of connected devices has opened up a whole new marketplace. Smart cameras, locks, lights, and more home automation devices are becoming mainstream, and homeowners are purchasing, installing, and using them.

Many smart devices can be connected to a security account through Total Connect, providing customers with a true, smart home solution for confidence and control. They can control these devices with one easy-to-use app – the Total Connect 2.0 app – increasing the value of the home security system, and you – the security dealer.

You can easily add smart products and services to the Total Connect ecosystem, including:

- **Amazon Alexa** for convenient voice control of security and smart scenes.
- **Video Doorbell** to see, hear, and speak to visitors at the front door, and watch recorded doorbell activity that you missed.
- **August Smart Lock®** to remotely lock and unlock doors.
- **Chamberlain and LiftMaster myQ® Smart Garage Door Control** to open and close garage doors from anywhere, check door status, and receive activity alerts.
- **Honeywell Home Thermostats** for energy savings, comfort, and control – anywhere, anytime.

Add these devices to your portfolio to make security systems invaluable to homeowners. Most of these products can be installed by the end user, saving you a truck roll and minimizing installation time – all while you increase your Recurring Monthly Revenue (RMR) to grow your business.

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Get Ahead of Attrition with Customer Account Information

Reduce Attrition with AlarmNet 360 Insights: Total Connect Data

Attrition can be a tough hurdle for security dealers to overcome. A customer's first experience with any product or service is vital, and that includes your customer's first experience with their security system.

When a system and all its services are set up correctly, a consumer feels good about the investment and is more likely to come back to buy another product from you. When they run into problems with their system and have to figure things out on their own, they can get frustrated – leading to minimal use of the system, and possibly a tarnished relationship with the product or service, or your business.

We've developed a solution to help you overcome attrition and help ensure your customers have the best experience possible. With Total Connect Setup Issues in AlarmNet 360 Insights, we have aggregated your hardware and software data so you have the information you need.



Total Connect Setup Issues

Total Connect Setup Issues in AlarmNet 360 is the best place to see customer information and make sure your customers are primed for success. And if they're not, you'll know.

Common Installation Errors that Could Negatively Impact Your Customer's Experience:

- Installer never sends the Total Connect welcome email to the customer, so the customer doesn't interact with services they are paying for.
- There are no cameras installed in the customer's home, yet the customer is paying for a video subscription.
- Customers have not set up event notifications – a clear indicator they are not interacting with their system.

SETUP ISSUES		EXPORT
Total Connect 2.0		
<input type="checkbox"/>	Welcome Email Not Sent To Customer	124
<input type="checkbox"/>	Email Address Not Validated By Customer	413
<input type="checkbox"/>	No Cameras Installed*	410
<input type="checkbox"/>	No Notifications Created	395
<input type="checkbox"/>	No Automation Devices Present*	381
<input type="checkbox"/>	No Scenes Created*	429
Total Locations		1,075
*Based on subscribed accounts only		

Turn the Negative into a Positive

With analytical data, you can easily see when all customers have gotten a welcome email, have cameras installed, and have created event notifications. You can even see who has received the welcome email, but has not verified their account. If you notice something isn't right, you can take action to ensure your customer's system is set up properly.

Take Engagement to an Analytical Level

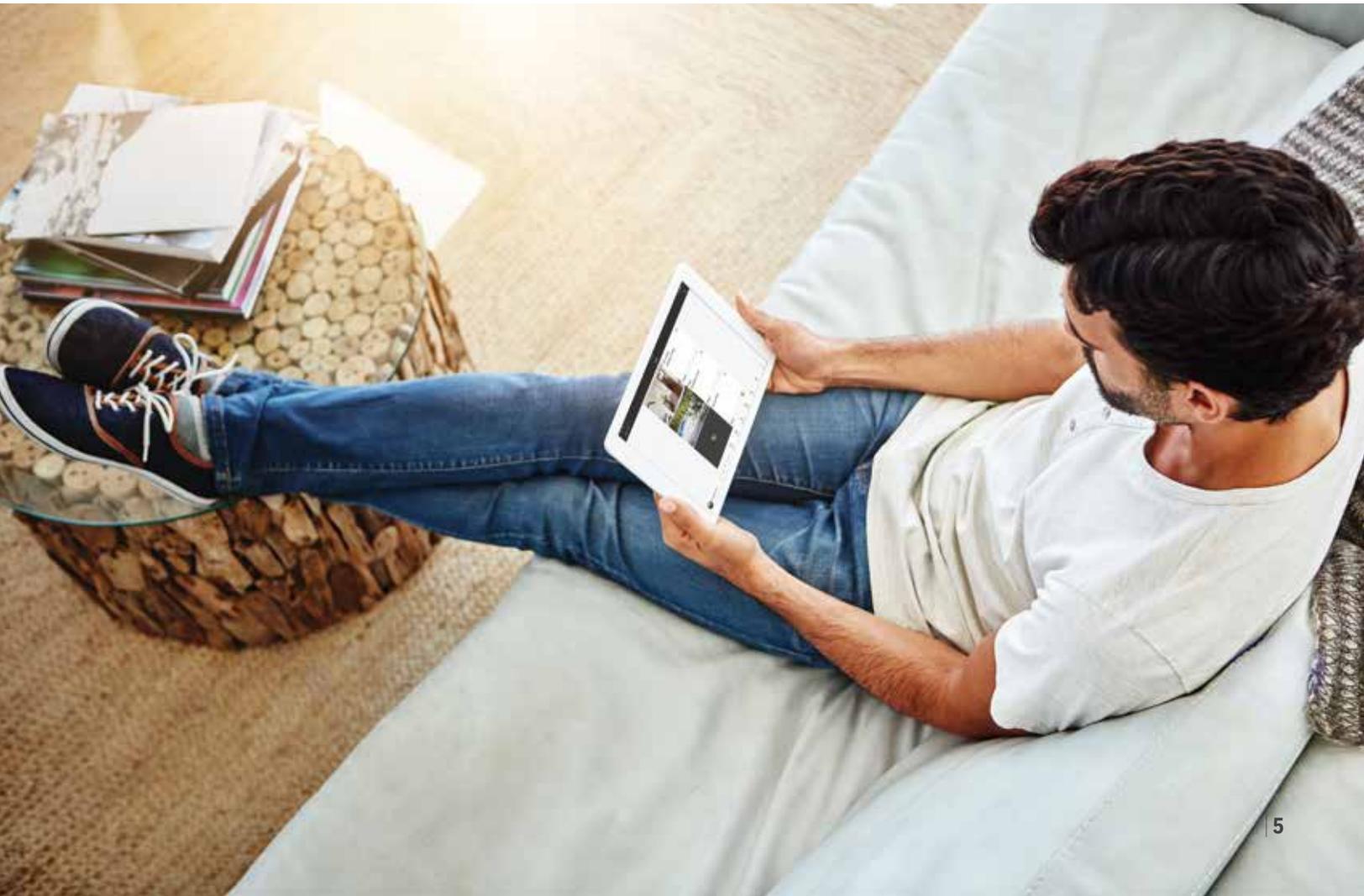
Total Connect Engagement Issues

Use Engagement Issues data analytics to see if your customers are using their system. If you notice that your customers are not engaged, this is a red flag that accounts may attrite.

Get ahead of the problem by taking these simple steps:

- **Call your customers.** Ask if they are enjoying their system, and if they are having any issues, help them find a solution so they can start using it.
- **Do you notice specific features your customers are not using? Offer the information they might need.** Your customer may have never heard about a specific feature, or may have forgotten about certain capabilities. For example, maybe your customer is unfamiliar with smart scenes. This feature can simplify every day life, adding serious value to a service they already pay for, so both you and your customer can benefit.

ENGAGEMENT ISSUES		EXPORT
Total Connect 2.0		
Last 30 days >		
<input type="checkbox"/> No Login Events		1,228
<input type="checkbox"/> Not Armed/Disarmed		1,495
<input type="checkbox"/> Not Viewed Live Video*		823
<input type="checkbox"/> No Automation Events*		687
Total Locations		1,708
*Based on subscribed accounts only		



Filter for Success

Total Connect Best Practices



To get the most value out of the AlarmNet 360 Insights dashboard, it is important to enter the most accurate data you can when programming an account. Because when it comes time to analyze your data, if your customer data is accurate, you can easily act on any account problems that may arise. If your data is inaccurate, it will be much more difficult to know what's really happening and you won't know how to respond.

BEST PRACTICES		EXPORT
Total Connect 2.0		
<input type="checkbox"/> Added Geo-Arming Reminders*		226
<input type="checkbox"/> Enabled Push Notifications*		665
<input type="checkbox"/> Created Scenes*		457
<input type="checkbox"/> All of the above		163
<input type="checkbox"/> None of the above		1,020

*Based on subscribed accounts only

The Future is Video

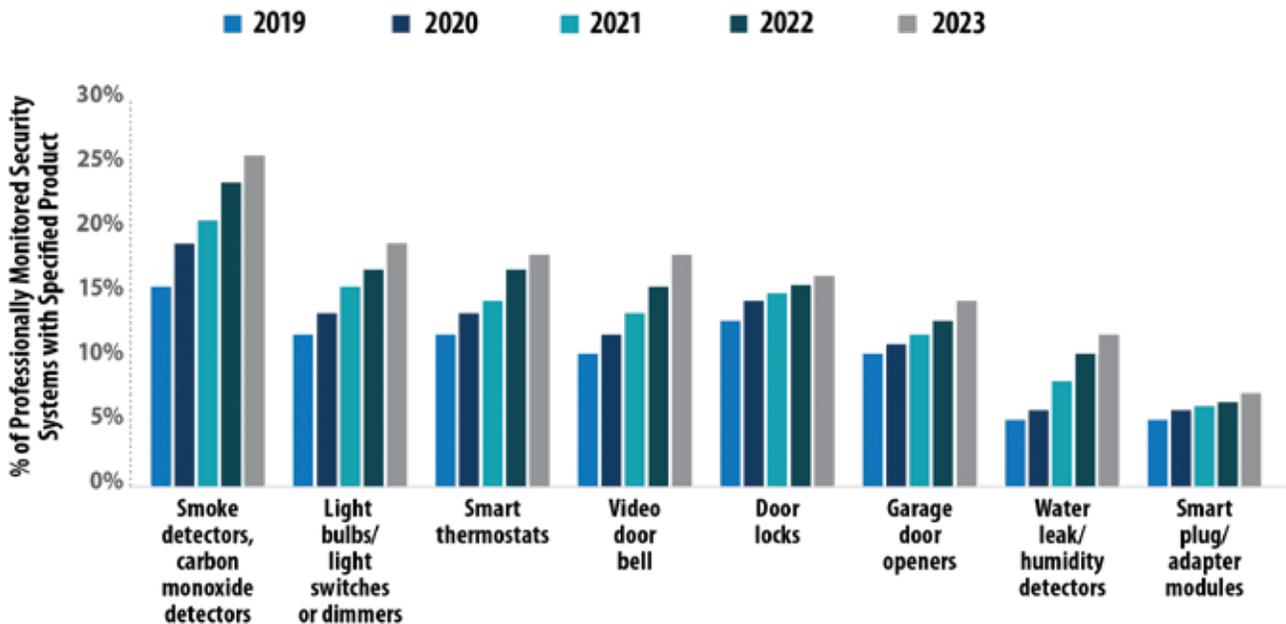
Smart Video Solutions

Thirty-five percent of new security system installations include a networked security camera. Only 18% of new security system installations include a video storage service. By upselling a 24/7 video storage service, you add another level of awareness to your customer's system and extend the value of video surveillance to retrieval of video history if an incident occurs. And video doorbells are on the rise,* providing another reason for customers to upgrade their video storage plan.



*Parks Associates 2017 Industry Report

Forecast of Professionally Monitored Security Systems with Add-on Products



© Parks Associates

Home awareness cameras, video storage, and video doorbells can supplement your Total Connect offering. Add Video Alarm Verification (VAV), which can help minimize false alarms and provide peace of mind for customers while growing your RMR.

Conclusion

As your partner, the Total Connect and AlarmNet 360 team is here to support your business efforts. Be sure to utilize our platform, training, and marketing and sales resources to engage and retain your customers.

AlarmNet 360 and Total Connect should be used to help better understand your customers' pain points, solve customer issues, and reduce attrition. By adding some of our suggestions to your current company growth strategy, you should be on a path toward a future of success and higher RMR.



For more information

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