



Dillard Alarm Increases Sales With AlarmNet 360™ Insights

“Everyone is a salesperson at Dillard Alarm Company. All employees are engaged at selling services and using AlarmNet 360 Insights helps us increase revenue.”

*Jerry Camarillo, Operations Manager
Fredericksburg, Virginia*



Dillard Alarm Company – a member of the Resideo Premier Security Dealer Program – is a locally owned and operated security company in Fredericksburg, Virginia. As a small business without a dedicated sales team, it’s all hands on deck when it comes to selling and upselling. That’s why the team implemented AlarmNet 360™ Insights from Resideo.

The Needs

Streamline sales, marketing, customer service, and technical service efforts.

Organize data to reveal upsell and new business opportunities.

Easily identify health status of all accounts to improve customer experience.

Optimize service calls to reduce truck rolls and sell on the go.

Implement a tool that’s easy for all employees to learn and use.

The Solution

Dillard Alarm Company was an early adopter of AlarmNet 360 Insights. From the moment it was released, Troy Dillard, President and CEO, and Jerry Camarillo, Operations Manager, were inside the dashboard looking into their own data. Three weeks later, it was implemented for daily use.

Insights adds tremendous value to the traditional AlarmNet 360 platform; it is not just a technician’s programming tool anymore. Each Dillard employee – from service technicians to customer service representatives and more – uses it regularly to make an impact.

One key feature for the Dillard team is the ability to use Insights to filter data for marketing campaigns. Recently, the company exported a list of customers currently not subscribing to Resideo Total Connect Remote Services and targeted them with a printed Total Connect ad on the back of their invoices. The result was an increase in attach rates by 10%. The benefits don’t end there – the tool helps all employees work more efficiently while providing a better customer experience, resulting in reduced attrition and more recurring monthly revenue.

The Benefits

- The team successfully identified Total Connect upsell opportunities: Increased Total Connect attach rate by 10%.
- Instead of wasting time between appointments, AlarmNet 360 Insights allows technicians to identify nearby customers who could benefit from an upsell or an additional service. By calling these customers or knocking on their doors, Dillard has experienced reduced truck rolls, and increased sales and efficiency.
- The business has exposed itself to the potential of a non-traditional security market by embracing the connected home mentality of automation services.
- Customer service representatives keep the dashboard open on their desktops to respond readily to all inbound customer calls. With customer subscriptions, contract dates, and hardware types at their fingertips, they can quickly offer upsell opportunities at the end of each call.
- The company replaced manual processes that generate little information with an intuitive tool that enables the team to turn insights into action.

For more information

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