ADT: SERENOVA™ HELPS IMPROVE SECURITY RESPONSE TIMES AND INCREASE GUARD WELFARE

Maintaining communications with a workforce that is scattered the length and breadth of the country can be challenging at the best of times, but when those workers could potentially find themselves subject to physical violence, staying in regular contact is essential.

Switching from voice calls to an automated SMS messaging system has paid off almost immediately. ADT uses Serenova™, including LiveOps Social, to automate its hourly welfare checks on guards deployed at New Zealand's largest welfare agency, The Department of Work and Income (WINZ). This public sector organization manages a wide range of benefits and pensions as well as providing job placement services and community programmes, from offices through New Zealand.

Martyn Miller, Manager of ADT's Welfare, Dispatch, Noise Control and Manned Services Help Desks, says regular welfare checks are neces-sary because guards are at height-ened risk. He says: "They are there to act as a deterrent and to protect WINZ personnel. People can become very disgruntled when they

do not receive what they believe they are entitled to." In the past WINZ guards were expected to phone the company every hour on the hour. Now they send text message codes to let ADT know their current status.

Miller says ADT normally carries out between 72,000 and 92,000 welfare checks each month; the number rising to 100,000 in Decem-ber. So switching from voice calls to text messages, which are cheaper, delivered immediate cost savings to the company's phone bill. That was only the start of the benefits. He says because LiveOps Social automates message handling, fewer contact center staff are needed to handle the incoming texts, which also means lower costs. To aid administration, guard rosters are programmed into Serenova™, allowing ADT's human resource

BUSINESS BENEFITS

» *Improved contact with security staff means improved safety and faster response times*

» *Significant cost reductions from switching away from voice communication to SMS*

» *Greater productivity by better job allocation and streamlined administration*

» *Simplified performance management and improved reporting.*

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> — Martyn Miller, Manager of Welfare, Dispatch, Noise Control Management and Manned Services Help Desks

ADT

department to collect information directly from the system.

The speed of the SMS system also means guards are safer. Automatic processing of SMS messages takes considerably less time, so when something exceptional occurs, the company can respond faster.

More recently, ADT has extended its use of LiveOps Social and SMS messaging to improve the way it responds to noise complaints on behalf of several Auckland Councils. Here SMS technology has replaced a system where faxes were sent out in batches, boosting the company's ability to respond to nuisance calls,

report back on the results of its actions and monitor performance.

Miller says noise control staff are contacted every few minutes when they are on the premises dealing with a complaint – these events have the potential to get nasty very quickly. He says, "Now we work a lot smarter and we're able to identify where there are road-blocks."

ADT is now in the process of rolling out its LiveOps Social SMS guard monitoring system to security patrols who respond to alarms and the company's cash couriers who transport large sums of money.

CUSTOMER:
ADT

INDUSTRY:
Security

SERENOVA™ SOLUTION:
LiveOps Social

ABOUT ADT

ADT New Zealand is a subsidiary of Tyco Fire and Security and is part of the world's largest electronic security business. The company's range of products and services include guards and patrols, alarm systems and integrated security applications which link access control, CCTV, electronic article surveillance and source-tagging systems.

In New Zealand, the company provides security for some of the nation's largest properties and retail outlets, as well as government buildings and healthcare facilities.

ADT also supplies contracted security services to local government bodies.

> " **The automated message handling of LiveOps Social means a quicker response when problems occur, meaning guards are kept safer."**
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> — Martyn Miller, Manager of Welfare, Dispatch, Noise Control Management and Manned Services Help Desks

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