



# VOICE OF THE CUSTOMER



## **Veterans Security:**

TomTom use cuts response time by 25%; helps slash insurance rates

TomTom boosts customer satisfaction, reinforces "guaranteed services" pledge

**Delivering expert commercial security services 24/7**

### **The Company**

Founded in 1994, Veteran's Security began with three dedicated partners providing guard service to apartment complexes in Phoenix, Arizona. Today, with headquarters in Phoenix, and additional offices in Tucson and Las Vegas, Veteran's Security is a force in the security industry in the southwest, employing 500 highly-trained security officers, answering more than 4,000 calls per month.

From government agencies and power companies, to hotels, construction sites and warehouses, to property management companies and individual homeowners, Veteran's Security stakes its reputation on its "guaranteed services" pledge, promising the most efficient and most reliable response and protection services, backed with 100% verification of service delivery.

"Whether we are providing occasional mobile patrols, 24/7 guard service, or extremely time sensitive alarm response, our goals are the same: fast, accurate, reliable, and verifiable service," says John Brandon, owner and cofounder. "We employ the best, mostly highly-trained staff, and we invest in the most innovative technology to ensure we exceed customer expectations. At the same time we look to technology to provide us internal efficiencies to deliver those services in the most cost effective manner possible."



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## The Need to Communicate

### The Challenge

As its fleet, service area, and number of employees and customers quickly expanded, Veteran's Security found it had outgrown its basic fleet management solution. Brandon explains that communications and reporting became vital issues.

"With our previous system we could certainly track vehicles and monitor their speed and other vital information, but we had no way to directly communicate with them," he says. "We had to rely on cell phones, sending dispatch instructions through text messaging or voice. That process slowed things down and increased the chances for error, not to mention the challenge of trying to communicate with a vehicle out of cell phone range. That is just not acceptable, especially in emergency situations."

Depending on the customer and services provided, Veteran's Security is required to provide verification of a visit to a site.

"We pride ourselves in being 100 percent accountable to all our customers," Brandon says. "But we have a number of clients like construction sites and warehouses where we do regular check-ins – drive the property, check for anything out of the ordinary, check door locks – places where we are not constantly onsite. We need a check-in tool to verify precisely when we arrived and when we left should an incident occur."

## Closing the Loop; Increasing Service Levels

### The Solution

Veteran's Security upgraded to its TomTom fleet management system in 2008. The return on investment has been rapid. Response times have been shaved 25 percent, and the company is saving more than \$13,000 on its automobile insurance premiums each year. "Our average response time is down 25 percent from 40 minutes to 30 minutes," Brandon says. "Our dispatch office in Phoenix sends instructions directly through the TomTom system – no more cell phones, no more pulling off the road to record dispatches. We are saving time, providing better service levels, and we are in full compliance with driver cell phone usage laws. "The time and dollar savings are tremendous," Brandon says, "but the overall improvements in efficiency, employee safety, and customer service are even more important." Brandon explains that TomTom provides the company a complete fleet management solution from dispatch to navigation, tracking, tracing, and reporting. "TomTom provides us a complete picture of our business at any given moment," Brandon says. "We know when a vehicle arrives at a location and when it leaves. We know they are traveling the most efficient routes, we know their speed. We know that at any given time we have the information to respond to any customer question or concern."