Part A: Company Information (Required for All Applicants)

Organization Information:

Company Name ADT

DBA ADT

Address 1501 Yamato Rd.

City Boca Raton State FL

Zip 33431 Country USA

Phone 561.988.3600 Fax _____

Website www.adt.com

Company President/CEO Jim DeVries

Award(s) for which you are applying (check all that apply)

- [x] Monitoring Center of the Year
- [ ] Manager of the Year
- [ ] Operator of the Year
- [ ] Support Person of the Year

Contact for TMA Excellence Awards Applications(s)

Name Bob Tucker Title PR Director

Phone 561.289.0436 Email btucker@adt.com

Company Information:

1: Monitoring Center Description

1(a) Year Built ADT operates six fully redundant monitoring centers in Rochester, NY; Wichita, KS; Jacksonville, FL; Knoxville, TN ar

1(b) Last Remodel Date Rochester and Knoxville were remodeled in 2016. Wichita was updated in 2005. Irving and Ja

1(c) Number of Active Stations About 1,350

2. Number of Operators

2(a) Number of Full Time Operators About 2,000

2(b) Number of Part Time Operators About 50

3. Number of Supervisors About 150

4. Subscriber Information

4(a) Number of Commercial Subscribers	Approximately 1.5 million
4(b) Percentage with Supervised Open/Close	Less than 1%
4(c) Number of Resident Subscribers	Approximately 5.9 million
4(d) Percentage of Non-owned Subscribers	N/A

5. Types of Signals Monitored (Check all that apply)

✓	5(a) Burglar		5(n) Other
✓	5(b) Fire		5(m) Cyber
✓	5(c) Video		5(l) Elevator
✓	5(d) PERS		5(k) Connected Home (HVAC, lights, TV, etc)
✓	5(e) Weather		5(j) Access controls
✓	5(f) Supervisory		5(i) Temperature
✓	5(g) GPS		5(h) Waterflow

6. Types of Communication Technologies (Check all that apply)

6(a) Digital Dialer
6(b) Cellular
6(c) Long-Range Radio
6(d) Internet

7. Additional Monitoring Center Services Providers

✓	7(a) Two Way Voice		7(b) # of Users	More than 350,000
✓	7(c) Remote Access		7(d) # of Users	More than 3 million

8. Your Monitoring Center is Best Described as

8(a) Full Service (monitoring your own installation) Y/N	Yes
Full Service Plus Contract with other dealers (monitoring own installations)	
8(b) Yes or No	Yes
8(c) Number of Dealers	N/A
8(d) Number of Accounts	N/A
Contract (wholesale to dealers) Monitoring Center	
8(e) Yes or No	No
8(f) Number of Dealers	N/A
8(g) Number of Accounts	N/A
8(h) Proprietary Monitoring Center for Company-Owned properties (Y/N)	No

9. Monitoring Center Listings	
Burglar Alarm Listings	
9(a) CPVX	Yes
9(b) CVSG	Yes
9(c) CRZH	No
9(d) CRZM	No
Fire Alarm Listings	
9(e) UUFX	Yes
9(f) UUJS	No
Monitoring Only Listings	
9(g) CVSU	Yes
9(h) UUFX	Yes

10. Monitoring Center NRTL	
10. Monitoring Center NRTL File #	ADT has numerous file numbers

11. TMA Five Diamond Status	
11(a) TMA Five Diamond Company (Y/N)	Y
11(b) Date of Five Diamond Certification	2014

12. Disaster Recovery	
12 Disaster Recovery Plan (Y/N)	Yes

13. Training Programs	
TMA Monitoring Center Operator Online 13(a) Y/N	Y
13(b) Number of Graduates	Thousands
Internationally Developed	
13(c) Y/N	N
13(d) Number of Graduates	N/A
13(e) Other	N/A

14. Monitoring Center Procedure Manual	
14(a) Do you have one? Y/N	Y
14(b) How often is it updated?	Monthly

15. Signals and Calls Handled	
Signals Handled	
15(a) Number of Signals/Week	About 500,000

15(b) Number of Signals requiring operator interaction/week	More than 380,000
15(c) Number of Alarm only signals	About 100,000
Calls Handled	
15(d) Number of Weekly inbound calls	More than 365,000
15(e) Number of Weekly outbound calls	More than 530,000

16. Response Time

16 Average response time (measured as the time a signal is received and acknowledged by the automation software until the time an operator begins to dial the first call. If a different method of measurement is used, please describe.)
ADT's acknowledgment time averages 22 seconds for high priority alarms

17. Is your company a member of any of the following associations (mark as many as needed) Y/N

17(a) TMA	Y
17(b) ESA	Y
17(c) SIA	Y
17(d) NFPA	Y
17(e) Local/State Association	Numerous memberships in state alarm associations
17(f) Other	Consumer Electronics Association, National Volunteer Fire Council, z-wave alliance, multiple Chamber of Commerce and business development associations across America

Part B: Monitoring Center of the Year Applicants Only

Company Name ADT

Complete, detailed answers are necessary for the judges to thoughtfully review your application.

NRTL Listings and Certifications (5 points)

1. How does your company use the distinction of its FM Global, Intertek/ETL or UL listing in its marketing program?

Given that the safety and security of our customers is our highest priority, ADT requires t

2. If your company is a TMA Five Diamond Company, how does it use the distinction of its TMA Five Diamond designation to better position itself in the marketplace?

TMA's prestigious Five Diamond designation is held at ADT's National Account Operatio

Disaster-Recovery Plan (5 points)

3. Please provide a brief overview of your company's **documented disaster-recovery plan.** When was this **plan adopted**, and when was it **last reviewed?**

ADT operates its six Monitoring Centers on a fully redundant platform with a virtualized alarm-queueing system. Alarms are received simultaneously at multiple locations and distributed to highly trained operators regardless of location. When a natural disaster occu

Hiring Criteria (5 points)

4. How does your Monitoring Center **attract and qualify the right employees**? How does your company solicit new employees?

At ADT, employees are our greatest asset. We go to great lengths to recruit, train and retain team members in our six Monitoring Centers. While our recruiting experts use job fairs and job boards to attract applicants, referrals from current employees remain the best way to solicit top talent, and we host regularly scheduled events to invite referrals and top candidates to see our centers, meet our leaders and interview on site. Our Monitoring Center employees take significant pride in their noble calling of "helping to save lives for a living." Qualified candidates must exhibit a passion for caring and the ability to effectively communicate clearly and concisely when handling emergency calls. Once those qualifications are met, candidates complete a job fit assessment and we screen candidates through a series of interviews with the hiring manager and other leaders. Before an offer is extended, the candidate must pass an extensive background check and comply with licensing standards.

5. What types of incentive programs are used to motivate and retain qualified employees?

The highest honor at ADT is the LifeSaver Award. It is bestowed on Monitoring Center em

Training & Continuing Education (15 points)

6. Describe the **training that your monitoring center offers** to monitoring center staff, both initially as well as ongoing training. Include the following information:

(a) The length of your training program

The training curriculum for our Monitoring Centers includes 15-20 days of classroom activ

(b) What training methods are used (i.e., classroom, video, hands-on, etc.)?

ADT trainers deploy multiple methods in their curriculum, including VLT, ILT, self-paced, and CBT (video and self-paced trainings in the learning management system.) The delivery is a mixture of instructor-led, LMS, demonstrations, hands on with real world applic

(c) How do you determine whether a trainee has successfully completed the program?

We believe the trainee is ready to work on the floor after learning how alarm systems function, how to handle alarm signals from a customer, how to operate our Pulse and Command platforms, how to perform troubleshooting and how to assist customers. Even aft

Quality of Recordkeeping and Performance Data (10 points)

7. How does your monitoring center **quantify its performance**? List up to **three updates** that have made your monitoring center operations more successful?

Every interaction is measured with the focus and speed and quality. At a company level, we look at each touch point to ensure we meet target, the length of the interaction, first contact resolution, transfer rates and agent productivity. We not only measure averages but we look at our results from a customer point of view to validate we are meeting the standards and expectations of customers. We measure our longest call waiting and longest alarm waiting each day and look for root cause identification to improve. Two significant updates recently made include: Implemented agent level scorecards and removed metric goals.

Adoption of New Technologies/Monitoring Center-Based Services (10 points)

8. Which of these technologies does your monitoring center offer? (Mark all that are appropriate.)

	Alternate means of signal reception (other than POTS) – please specify Cellular, IP, XML, AES, DVACS and elevator phones
✓	Monitoring center-based access control.
✓	Two-way voice monitoring and live conversations with CS operators.
✓	Monitoring center- based video services.
✓	Remote monitoring with mobile services.
✓	Automated dispatching to 911 centers (ASAP to PSAP). ASAP to PSAP
✓	Other – please specify:
✓	E-mail alerts or mobile text messages.

Relationships with Responding Authorities (15 points)

9. What is your monitoring center doing to **preserve and/or improve its relationship** with responding authorities?

ADT highly values and deeply respects firefighters, paramedics and law enforcement officers. We nurture those relationships multiple times throughout the year as part of our ADT LifeSaver program. In 2019, ADT held 15 LifeSaver celebrations and at each event, we recognized the police or fire department involved with a check for $5,000 and produced a video showcasing their heroic efforts. We encouraged the first responder agency to post the content on their social media channels and share at public events.

10. What **false dispatch procedures** are currently in place in your monitoring center? (Please provide statistics demonstrating the effectiveness of these procedures.)

For years, ADT has led the industry by pioneering processes to help reduce false alarm dispatches. This is evidenced by our investment in new technologies, creating best practices to verify alarms, educating our customers and working with public safety partners and industry groups like SIAC, ESA and TMA. At each of our Monitoring Centers there are monthly meetings with local branch technicians and managers to review current issues and develop best practices. In October, 2019, ADT acquired I-View Now, a leading video alarm verification service that gives ADT customers more options to prevent false alarms and solution for video verification. Lastly, ADT is a proud member of PPVAR which is leading the way in many discussions and training about reducing false dispatches. While we don't track the exact number of false alarm dispatches, we believe our work has resulted in a drop of several percentage points, helping save significant time and money for agencies. ADT also launched Signal Chat, a text event notification service, allowing customers and the emergency contact lists to receive and act upon, alerts via text.

11. What **industry technologies, products, standards and** guidelines are you using in the monitoring center to **reduce false dispatches**?

In 2018, AD announced an agreement with West Corporation to enhance customer experiences with 911 emergency communications. ADT uses West's emergency response link to help ensure homes and businesses, monitored by ADT to benefit from the most accurate location data available so that the correct response teams are deployed even faster. By integrating accurate jurisdiction data into ADT systems, there are quicker response times during actual emergencies and less false dispatches. ADT has also implemented the Automated Secure Alarm Protocol (ASAP) which is designed to increase the reliability and efficiency of emergency electronic signals from our six Monitoring Centers to Public Safety Answering Points (PSAPs). This technology has also reduced false dispatches. ADT has implemented all the industry best practices for false alarm reduction including CP-O1 compliant panels, EVC, CSV-01 and new customer on-test periods.

Relationships with Customers (15 points)

12. Describe how your monitoring center/company measures the effectiveness, accuracy, speed and professionalism of end-user communications between operators and customers or responding authorities.

We gauge success by looking at every customer interaction and measuring the average in our speed to delivery. We also look at our outliers to determine how to continuously improve performance. Metrics and goals are cascaded and aligned from the individual agent to the site leadership. We measure first contact resolution, agent productivity, and customer focused reviews. In 2019, we started working with Medallia to get real-time feedback and measure our Net Promoter Score (NPS). Through short surveys, we hear how a monitoring representative handled a situation, if a technician was successful and the result of any other type of employee customer interaction. Through this program, we see any immediate opportunities to help a customer and our Monitoring leaders are trained to take care of these quickly and efficiently. By focusing on the customer experience, ADT improved its NPS score by 10+ points in six months.

Role of Monitoring Center in the Company's Overall Business Strategy (10 points)

13. The role of the monitoring center is different among installing companies, proprietary Monitoring Centers and contract monitoring centers and thus, may affect different areas of the business, such as sales, technical operations and customer service. How is your Monitoring Center **integrated** into **other aspects** of the company's business?

ADT's six Monitoring Centers are the "life-blood" of ADT. These facilities are the heart and soul of our company where highly trained professionals work 24/7/365 to handle millions of alarms each year. Professional monitoring is integrated in most of our national TV advertising campaigns and heavily used throughout marketing and sales materials. Photos and captions of Monitoring Center employees are prominently featured on ADT's web site and on all corporate social media channels.

Involvement with Industry Groups (5 points)

14. With which industry groups are monitoring center employees involved (e.g., state and national alarm associations, listing agencies and response agency associations, etc.)? List two positive outcomes of this interaction.

ESA, TMA, SIA and SIAC are all national industry associations that ADT is a member of and that our employees regularly support and engage with at the national and local levels. Nationally, one of our top executives, Don Young, is leading TMA during a two-year term. Also, ADT Vice President Tom Nakatani is a board member of SIA and leads PPVAR. Locally, many ADT managers at our 200 branch locations are affiliated with state alarm associations and regularly attend meetings to keep abreast of industry trends. One of the many positive interactions with TMA and ESA is an annual news conference we sponsor to educate consumers on how to identify and combat deceptive sales in the security industry. Through this public outreach, which is also endorsed by the Better Business Bureau, ADT has reduced complaints about deceptive sales by over 60% since 2011. We also partner with the National Fire Protection Association by citing statistics and prevention tips to help reduce the number of fires nationwide.

Additional Information (5 points)

15. Why does your company deserve to win the **TMA Monitoring Center of the Year Award?**

ADT is honored that our customers trust us to be there at every juncture of their lives. Our ADT Pride is exhibited in every call, in every life saved and through our innovative product offerings. We are leading the way for new monitoring standards and processes. For example, ADT will become FirstNet's first security company to leverage the private network for emergency response during catastrophes. We are spearheading new integrations with NG911 and driving greater accessibility to professional monitoring than ever before with mobile security and integration with voice home hubs. As a successful protector of over seven million American homes and businesses, ADT believes it is highly qualified to be honored with TMA's Monitoring Center of the Year Award. If we are fortunate enough to be selected, ADT would deploy its significant marketing and PR resources to proudly promote this major achievement. In partnership with TMA, we would issue a national news release and hold a series of employee victory rallies at our six Monitoring Centers. These events would attract local news coverage and be a catalyst for showcasing TMA, ADT and the importance of professional monitoring.

16. Please list the activities in which your monitoring center is involved that contribute to the betterment of your community.

Through ADT Always Cares, our volunteer and philanthropic program, more than 5,000 employees provided over 20,000 hours of service to hundreds of non-profit organizations in communities across America, touching the lives of hundreds of thousands of people. ADT has also donated more than $230,000 in funds to service organizations ranging from Habitat for Humanity to numerous first responder agencies.