

TMA/SDM 2022 - Monitoring Center of the Year

<https://www.surveymonkey.com/r/6YRJKQT>

1. Which Monitoring Center of the Year category are you entering?

- Enterprise (40,001 subscribers or more)
- SMB (0-40,000 subscribers)

2. Is your organization Five Diamond certified? (15%)

- Yes
- No

What is your certification date? [April 30, 2021](#)

3. TRAINING AND EDUCATION - Please provide detailed information on your new hire and on-going training programs. Please specifically address content, testing, evaluation/analysis, and methodology. Share the qualifications and training for your trainers. Define additional training modules and target skill sets. Explain how you determine and address training and knowledge gaps over time. Describe how training programs are allocated and include any incentive programs that you have implemented around training. (10%)

Operator Qualifications & Training

AvantGuard's corporate culture is based on a set of clearly defined core values. These values are our most critical measuring stick for hiring and training qualified operators.



CORE VALUES

We Care F.I.R.S.T – This is the very essence of our corporate identity.

AG employees genuinely care! **We care** about the success of our dealers, the wellbeing of their customers, and the happiness of each member of the AG family. We show **we care** in every interaction.

As We Care F.I.R.S.T, we cultivate our corporate culture based on:

- F – Fun We are individually and collectively energized, upbeat, and positive
- I – Innovation We are visionary, focused on implementing revolutionary solutions
- R – Relationships .. We are authentic, friendly, respectful, and professional
- S – Service We are empathetic listeners and competent problem solvers
- T – Trust We are honest, dependable, loyal, and constant

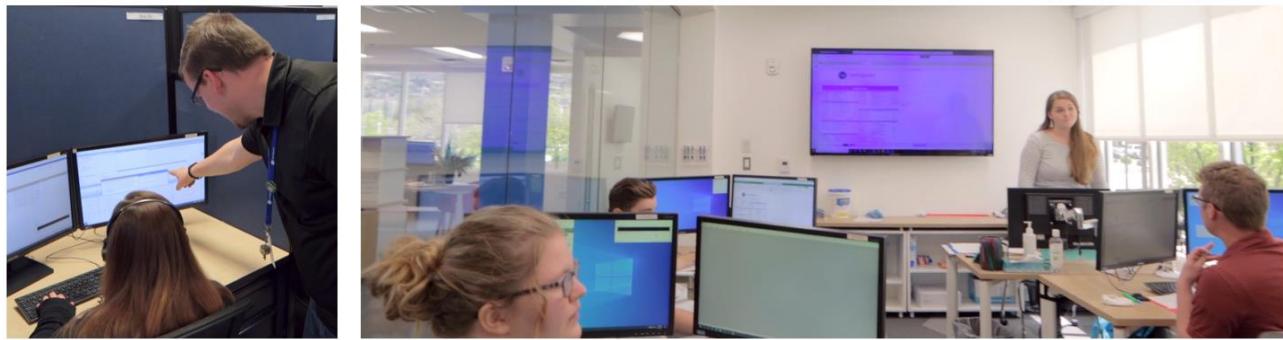
That is how everyone who experiences our brand, through any touchpoint, describes our corporate personality and culture.

Watch our core values video at <https://www.agmonitoring.com/company>

Initial Training:

Our operator training program and performance expectations are based on the above core values. Their training begins with an intense three-week outbound training program conducted in one of our three state-of-the-art training centers. In this training, new operators are given both technical and interpersonal instruction with hands-on practice. During this time, they are taught to master

the software, systems, and procedures we use to be successful, along with training on effective communication skills, empathy, and delivering a high standard of service on every signal they take.



Week 1: Our training this week centers around teaching trainees a set call flows that ensure our operators fully understand and can follow our standard operating procedures. The first week is spent focusing on Stages – our automation platform for alarm and device monitoring. New operators become comfortable with locating important information and navigating through the tool effectively. We also focus on our standard operating procedures for the different kinds of alarm signals they will be taking such as security, fire, and personal medical devices. This time in the classroom varies from lecture-based training, self-driven eLearning courses, and group collaboration and practice. At the end of this week there is a written exam that all trainees must pass with a score of 85% or higher before they can advance to the second week.

Week 2: The second week of training is focused on giving our new operators as much hands-on practice taking real signals as we can. The trainees are still in the classroom and have the full support of their trainer in case they come across any situations they are unfamiliar with or uncomfortable handling on their own. This week they also receive additional training on exemplary customer service and showing empathy.

At the end of week two, trainees must pass an "Application Test". For this exam the trainer and trainee listen to and evaluate the calls taken during the week. As they listen, they grade how well they handled the call and identify any opportunities for improvement. They work together to resolve any identified concerns or bad habits before they can advance to the next phase of their training.

Week 3: The final week of our initial operator training program is referred to as a "Transition Week". This week trainees move from the classroom to actively taking calls in one of our call centers. They are still closely monitored to ensure they have support in case they come across any unfamiliar or difficult situations. This week they are also required to take a self-driven refresher course covering everything they learned in their first two weeks of training. Once the trainee has successfully completed all three weeks of training, they are officially graduated and ready to start working their full shifts.

Once an operator has graduated from their classroom training, they are celebrated with a lunch and the chance to celebrate with fellow operators within central as well as leaders and members of various departments.

Level 2 Training:

Upon completing their outbound training, our new operators work for the next 30 days to refine and perfect their skills handling basic outbound signals. Once we feel they have a firm grasp on how to handle these alarms, they re-enter the classroom for their Level 2 Training. This is a three-day training program where they are taught to handle the more advanced signals. During this time, they will cover handling Low Priority (environmental, low battery, fail to test) alarms, National Guard and Video Monitoring alarms, and get hands on practice taking real calls with the support of their trainer. Upon completion, they take a final exam and must pass with a score of 85% or higher to begin taking those types of calls in our monitoring center. If they do not pass, they are given a refresher course and the chance to retake the exam.

Once operators have completed our Outbound, Low Priority, and Inbound training programs, they will then be registered for the TMA online course!

Advanced Training:

After another 30 days taking and mastering these signals, they again return to the classroom for three days to be trained to handle inbound and service calls. We also focus heavily on troubleshooting, accuracy, and maintaining the highest standard of customer service in this training course. Similarly, they must complete this course and exam with an 85% or higher to begin taking these more advanced signals going forward.

Ongoing Training:

Continued learning is another important part of the AG culture. As part of this effort, all AG operators are audited by our quality assurance team on a weekly basis and must consistently receive passing scores. If an operator's performance is questionable, they receive further coaching and training. The focus of our auditing process is to help every operator grow, improve, and better serve our subscribers. If after receiving this support, the quality of work does not improve over the course of their coaching, the operator will be terminated. This ensures the integrity of our service and the safety of our subscribers.

In addition to our classroom training and operator audit program, AvantGuard utilizes a Learning Management System (LMS) to facilitate self-driven learning. This platform is used to enrich and diversify the material in the classroom so that our training can better appeal to all learning styles. Our modules range from refresher courses to the key concepts they were taught in the classroom such as password policies, double verification, etc. It is also used outside of the classroom to continually improve skills and abilities out-of-band. Utilizing our LMS software has given us the ability to communicate immediate, widespread policy changes, implement new procedures, and ensure consistent adherence to our policies.



Our goal is to have the most competent and caring operators in the industry!

Trainer Qualifications

To support AG's commitment to providing world-class training, and to prepare for continued growth, our training department has grown exponentially. In 2021, they grew from nine to seventeen individuals, including the addition of a full quality assurance team within the department. In 2021 we trained 470 operators – 210 in Ogden, 200 in Rexburg, and 70 in Cedar City, working tirelessly to ensure our trainers were prepared to handle this record-breaking growth.



What We Look For:

In addition to teaching the important aspects of AG's core values and culture, all our trainers are required to embody that culture and act as shining examples to our operators of what it means to be both competent and caring. Additionally, an AG trainer must have a complete understanding of the monitoring center's procedures and a proven track record of handling all signal types effectively.

Evaluations:

AG trainers are evaluated on their grasp of our core values, their ability to teach and engage skillfully in the classroom and their understanding and passion for adult education. They are also evaluated on how many people successfully pass their training classes. Lastly, they are silently observed and evaluated by the training manager on a regular basis.

With the addition of our quality assurance team, each QA specialist is expected to complete 120 individual audits on a weekly basis to ensure all our operators receive regular, consistent feedback to facilitate improvement. They are evaluated on reaching that goal and on the content quality of those evaluations.

Ongoing Professional Development:

AG trainers receive ongoing professional training and education to better understand adult learning styles and incorporate applicable techniques into their teaching. In 2021, all our trainers were taken through professional development workshops that helped them develop their facilitation skills in the classroom, improve their confidence in having difficult conversations, and adapting our training material to better fit different learning styles. Trainer training occurs during weekly meetings, quarterly colloquiums, and during one-on-one interactions with the trainer's manager.

Here are the members of the AG Training Team:



Brittany Memmott:
AG Training and Quality Manager



Clint Halverson:
Chief People Officer

Ogden Training Team

- Amanda Edmunds- Training Supervisor: Operator for 2+ years
- Adam Bone- Full Time Trainer: Operator for 1+ years
- Garrett Burdett- Part Time Trainer: Operator for 2+ years
- Alexandra Graves- Part Time Trainer: Operator for 1+ years

Rexburg Training Team

- Whitney Jones- Training Supervisor: Operator for 1 year
- Anthony Diaz- Full Time Trainer: Shift Coordinator for 1+ years
- Katie Davis- Part Time Trainer: Operator for 1 year
- Sofia Jasper- Part Time Trainer: Operator for 1 year

Cedar City Training

- Danielle Layton- Full Time Trainer: Shift Coordinator for 2+ years

Quality Assurance Team

- Joshua VanDrimmelen- Supervisor: QA Specialist for 6 months, Operator for 2+ years
- Nathan Virgin- QA Specialist: Operator for 6 months
- Erik Rutledge- QA Specialist: Operator for 2+ years
- Breann Gray- QA Specialist: Operator for 1 year
- Kaylie Wood- QA Specialist: Operator for 1+ years
- Brittany Schultz- QA Specialist: Operator for 1 year

Instructional Design

- Alexis Merrill- Instructional Designer: Operator for 2+ years

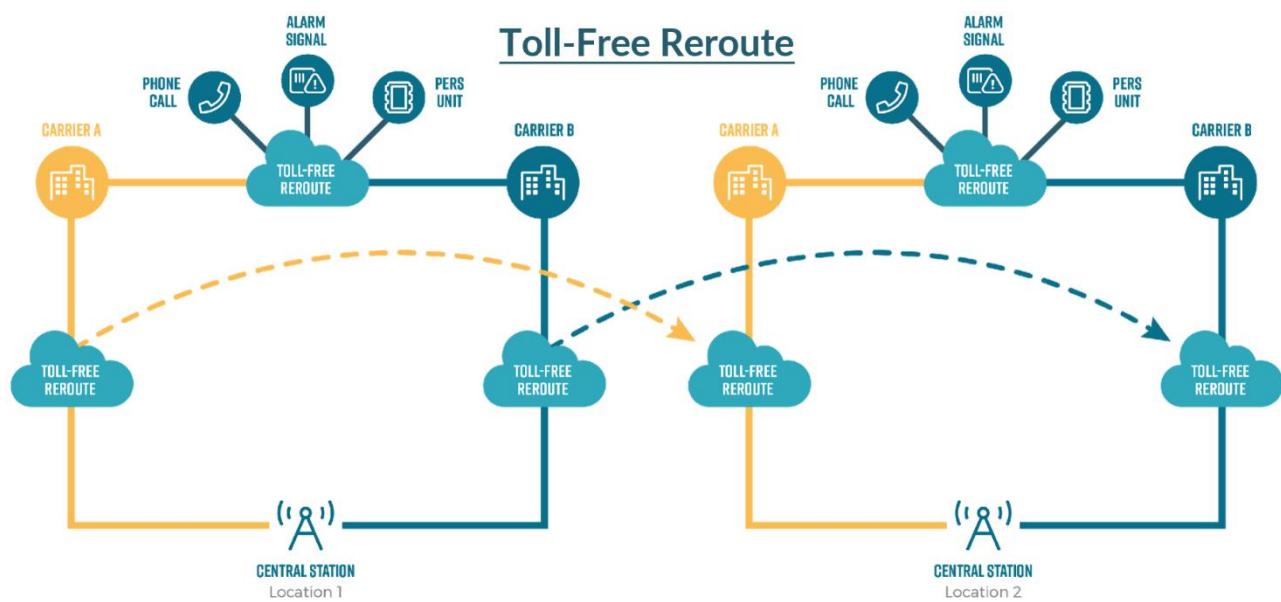
4. DISASTER RECOVERY - Please explain your center's disaster recovery solution. Provide details relevant to its scope, how you train to the plan and how/when you test the plan. (Note: It is acceptable to submit a copy of the outline page of your plan.) (10%)

An important part of AG's culture and recipe for success is our commitment to building relationships of trust. Being trustworthy is a big part of that, including going to great lengths to ensure our infrastructure is 100% reliable and our subscribers are safe 24/7. Redundancy is the technological foundation for any central station.

AvantGuard leverages three fully redundant monitoring centers. All phone lines and internet traffic automatically failover to another facility if any issues are detected on the primary path. Within each monitoring center, all critical equipment is configured in high-availability status,

meaning the failure of one element of hardware has no impact on the operation of the center due to the twin piece of equipment that continues to function until the failed unit can be brought back online.

We regularly test our redundancy and fail-over through planned tests as well as with monthly system patches and updates. The combination of these specific planned tests and ongoing system maintenance allows us to validate our redundancy in a controlled environment. From these tests we learn whether all failover operates as expected, and if not, it provides us a safe environment to examine the unexpected behavior and determine the cause.



Here are some examples that speak to the resiliency of our infrastructure:

- Just last week one of our ISPs did maintenance on our primary internet circuit and we failed over to our secondary without any issues. The failover was so seamless that only our IT team knew about it.
- We patch systems every month to make sure our systems are operating without vulnerabilities. To do that we have to fail systems over so we can take other systems down without impact. It always goes smoothly.
- We had a major power outage in Rexburg that impacted one ISP and the circuit connecting our Rexburg, Idaho center to our Ogden, Utah center. All users connected to Ogden without any interruption to our alarm processing.
- We reached a limitation in the number of concurrent VPN users in Ogden this last week. Each of the impacted users simply, and without interruption, connected to our Rexburg center to continue working while we resolved that limitation.

We are committed to ensuring the reliability of our systems for the safety and wellbeing of our subscribers.

5. USE OF TECHNOLOGY - Explain how technology is used to support business intelligence for monitoring operations; customer support; training; sales and marketing; HR; accounting; and, end users/subscribers. (10%)

One of our core values is based on Innovation and maintaining an intense focus on developing and implementing innovative solutions to better serve our dealers and subscribers.

Technology in Monitoring Operations:

AG is all-in when it comes to the innovation and implementation of technological advancements to ensure our Monitoring Operations remain on the cutting edge:

- AG has invested millions of dollars and thousands of man hour to develop an AI based Automated Virtual Assistant (AVA) that utilizes natural language processing to hold conversations by asking questions and interpreting responses. Built upon industry leading machine learning technology, we analyzed thousands of customer-to-operator calls to train AVA to respond to customer requests quickly and accurately. AVA has now processed over 800,000 live calls with subscribers since its implementation in June 2020. The results have been impressive in reducing wait times, cutting operator response times in half, reducing false alarms, and freeing up operators to handle priority signals.
 - AVA is constantly being tested and has several fail-safes in place to ensure that service will continue uninterrupted. Using several means of testing, including 1) active, 2) passive and 3) third-party testing measures, our development team is notified immediately if any interruption to AVA's service occurs.
 - If AVA becomes unavailable, several layers of redundancy, including regional switchover and rerouting of calls, ensure that no matter the interruption, the customer will receive help from a live operator. If AVA is unable to understand the caller due to background noise, silent calls, call is disconnected before processing, etc.) the signal is automatically sent to a live operator for immediate call back to ensure the subscriber receives the help they need.
- In 2021, our development team completed the huge task of implementing a new telephony service – a cloud-based platform that interacts with our alerts monitoring software. This has significantly improved the reliability of our phone system and allows us to quickly scale and modify our telephony service with a wide range of possibilities . We now have greater insight into every phone call that hits our central station which has provided critical data elements that help identify inefficient devices and improve the overall customer experience. In addition, our programmable voice platform integrates with an AI component that increases efficiency, reduces operational costs, and allows for seamless communication
- We have assembled an in-house staff of ten dedicated developers focused on finding ways to improve our monitoring center operations including six developers, 2 QA engineers, a product designer, and a project manager.

Technology in Customer Support:

Some significant technological advancements were implemented in 2021 to improve AG's dealer and subscriber support:

- Our new **My.AG** tool was created to provides dealers with a quick snapshot into all their account information such as weekly event types, operator handled event factors, top alarm offenders, total events by type, and much more. Dealers can use the accounts user interface in My.AG to update any account without having to make changes using Stages. It

also provides a reporting portal that allows dealers to pull critical reports with ease and add them to scheduled date. Lastly, we provide our API operational endpoints for dealers to quickly integrate their systems into ours, allowing for detailed control over managing their accounts.

- We recently launched our exclusive **MLS Reporting Tool** to provide dealers with a list of their accounts who have put their homes up for sale. This helps them proactively reach out to their customers before they sell about the possibility of providing alarm services for their new home. Dealers can also follow-up with the new homeowners once the home sells. It decreases customer attrition and provides new account leads for dealers.
- AG dealers regularly reach out to our Dealer Support Group for **Customization Requests** - custom tools, reports, apps, etc. Our team is extremely capable and accommodating of these requests. Recently, one of our dealers using the new MLS tool asked for a custom search criteria feature in the tool. We were able to deliver and delight them.

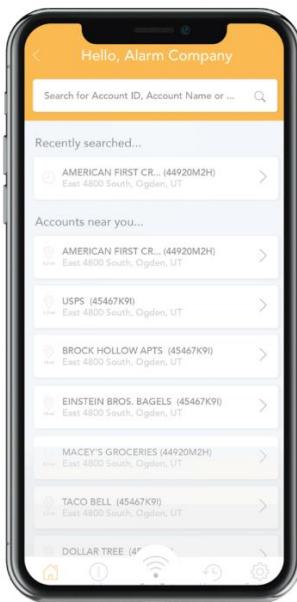
MLS Reporting Tool



Dealer Dashboard



AG APP



AG Chat



In addition to these recently added support tools, we continue to provide dealer access to and training on a number other tech tools designed specifically to help dealers better serve their subscribers and manage their businesses, including 1) our unique AG Dealer Dashboard for

simplified reporting, 2) the AG App for technicians and dealers to monitor and test accounts from the convenience of their mobile phone, 3) AG Chat to reduce dispatching on false alarms, and 4) Caller-ID Injection for dealer name visibility on calls from the monitoring center.

Technology in Training:

In addition to our state-of-the-art training facilities, AG trainers have access to an E-Learning Platform to provide ongoing training for our operators. We've utilized this tool to train operators and other team members on customer service, empathy, management skills, and many other topics.

Technology in Sales and Marketing:

Numerous technologies are used by our sales and marketing team to ensure meaningful and timely interaction with our current and potential dealers and partners. Here are a few examples:

- HubSpot: AG's website is hosted by HubSpot. We use HubSpot as our CRM to manage our customer database and most of our sales and marketing communications. It also serves as our CMS to manage the content on our website.

We invite you to check out our website at <https://www.agmonitoring.com/>

- SEMRush: We use this tool to manage our search engine optimization, identify high priority content, do market research, and much more. It provides insightful direction in our efforts to better communicate with our customers and provide meaningful content for them.
- GoFundMe: This is a digital tool we use to manage donations for our charitable fund raisers like our recent 5k races and hike-a-thon.

We also take advantage of a variety of graphic design tools to support our communications and manage our brand such as Adobe Illustrator, Photoshop, Font Awesome, Envato, and Canva. For video production we use a variety of tools – Final Cut Pro, Motion, Artlist.io, Soundstripe.com, Audacity, and Logic Pro to name a few.

We utilize technology through our digital marketing activities such as weekly emails, weekly posts on our LinkedIn page, weekly video posts on our YouTube page, and daily social posts through Facebook and Twitter. In 2021 alone, we created and published 70 articles, many with supporting video content, conducted 9 webinars, and posted daily helpful dealer content on various social platforms – Facebook, Twitter, LinkedIn, and YouTube – all in an effort to help our dealers be informed, grow their business, and ultimately succeed.

Here are links to some of our recent articles with embedded videos, created and shared using many of the tools and technologies described above:

- Tips for Selling Security Systems:
<https://www.agmonitoring.com/blog/industry-news/tips-for-selling-security-systems>
- Preparing for the 3G Sunset:
<https://www.agmonitoring.com/blog/industry-news/3g-sunset>
- Finding Great Technicians:
<https://www.agmonitoring.com/blog/industry-news/finding-technicians>

Technology in HR:

Our HR team combines the use of technology with the human touch to provide the highest quality HR support possible for our employees. We recognize that happy employees mean happy customers.

- Onboarding: We streamline our employee onboarding process by having new hires complete all required paperwork remotely. It is then fed to our HRIS system and benefits portal to support a smooth onboarding experience.
- Performance Management: Our performance review process is automated to ensure we never miss an opportunity to evaluate an employee's performance. It supports our efforts for continual improvement. Formal performance reviews are conducted every three months the first year, and annually thereafter.
- Analytics: We utilize DOMO to closely monitor our employees and business analytics. Our HRIS system automatically feeds payroll and employee data to DOMO where we have built-in reports surrounding key areas of hiring, retention, and attrition. This helps us focus on crucial team member data. It also helps us prepare for future growth and planning by giving insights into previous trends.

Technology in Accounting:

A smooth, intuitive expense reporting and billing process is a critical piece of our customer experience. We have implemented some powerful technologies to facilitate this. Our AG billing system was built in-house, connecting to Stages, and enabling us to calculate expenses based on the number of active subscribers and their monthly activity. Reports are generated through that software and made available to dealers through our dealer portal on the website.

Our accounts payable team also uses NetSuite – software created to send dealer invoices, payment reminders, and many other services. This software enables dealers to pay their invoice electronically with the click of a button.

Technology and Subscriber Services:

Many of the technology tools described above have been put in place to ensure a premier monitoring experience for our subscribers – from the adoption of our new cloud-based telephony system to the implementation of our exclusive AVA AI technology to expedite response times, and everything in between.

6. FALSE DISPATCH PROCEDURES/REDUCING FALSE ALARMS - Explain standard alarm procedures and how your monitoring center uses technology to reduce false dispatches. Outline your approach for identifying offenders and corresponding remediation. If applicable, identify any training programs that you have developed for key stakeholders, inclusive of employees, end users, or others. (10%)

One of the biggest issues central stations deal with is false alarms. At AG, 70% of our incoming signals are either false alarms or non-urgent signals. In 2021 alone, AvantGuard call centers received nearly 451.6 million signals. If the average holds true, 316.2 million signals would have been considered non-emergency, with the potential to push higher priority signals farther back in a call queue.

Additionally, dispatch agencies spend a lot of emergency personnel time each year responding to false alarms. Due to the cost and the potential risks to public safety, they have started imposing fines to subscribers and dealers. These fines can be up to \$500 each and can result in an agency not responding to a certain site.

In other words, false alarms are very costly for every party involved. They are also costly from a personal safety standpoint. That's why AvantGuard invests so much time and so many resources to reduce false alarms. We have implemented multiple solutions that help to prevent dispatching on false alarms:

1. Our operators are trained to get a clear verification of what help is needed. They always ask twice to confirm that help is needed (or not needed).
2. Our smart AVA system described above also helps us screen calls. The subscriber must state that help is needed to be advanced to the top of the operator call que.

In both scenarios, our operators will follow the predefined action plan that prompts them on what to ask and do. Most action plans require them to ask two or three different 'times and ways' to determine if they need help and what kind of help is needed.

3. AG also has video verification partners that utilize video to provide our operators with visual context of a received signal. When a signal is sent to our monitoring center, a short clip of the event that triggered the alarm is sent to the operator. This clip often helps our operator know to confirm or dismiss the alarm quickly.
4. We have another system in place for security alarms that requires two-contact verification by our operators. They make two calls to site/contacts before calling dispatch. This additional call often eliminates the need to dispatch, especially for system testing and false alarm scenarios. In addition, for security alarms, if the same zone trips multiple times within an hour, we would only dispatch once. This procedure cuts down on a significant number of false alarm dispatches that can occur during storms, system malfunctions, etc.
5. For security alarms, if the same zone trips multiple times within an hour, we are careful to only dispatch once. These scenarios are often associated with storms, natural disasters, or system malfunctions.
6. We provide our dealers with a way to identify and address top false alarm offenders and accounts with the most dispatches using AG's Dealer Dashboard.

7. COMMUNITY ACTIVITIES - Detail how you help employees engage in community activities and causes. (10%)

Service is one of our core values and is truly a part of who we are. Providing community service and **giving back** within our communities represents an essential part of our corporate culture.

- AG hosts an annual 5k race fundraiser for local families dealing with medical hardships. The race is put on and sponsored by AvantGuard and other local businesses. Every year we nominate a family in each call center community who is experiencing hardship. Often it is a family who has a child that has a serious medical condition requiring ongoing medical treatment. Last September marked our 9th annual "Run for a Reason" 5k races held in both Ogden and Rexburg.

In Rexburg, AG's "reason to run" was for little Ruth Tagg and the Tagg Family. Ruth was born at just 24 weeks, weighing in at only 15 ounces. She struggled with many respiratory and heart issues and has endured several surgeries. The 5k race for Ruth took place on

September 18th 2021. Through the event and donations, AG was able to raise over \$11,000 to help the Tagg family. We're happy to report that Ruth is growing strong and the future looks bright for her and her family.



In Ogden, our 5k was held on September 25th, 2021 for Xander Clark and the Clark Family. Xander is a 13-year-old boy who was diagnosed with T-cell Lymphoblastic Lymphoma in May of 2021. Xander had been hospitalized for over a month and will need to continue chemo treatment for the next three years. The race for Xander Clark raised over \$12,000 for the Clark family. Xander's mother was overwhelmed with the outpouring of love and support from the community and expressed how much this will help their family during this difficult time.



- As part of our celebration for reaching the 1,000,000 subscribers' milestone in 2021, AG team members collected and donated supplies (toilet paper, paper towels, canned goods, etc.) and clothing to the Lantern House, a homeless shelter located in Ogden, Utah.
- We also took part in a service project with Lifting Hands International that assisted children refugees who were starting school. We collected school supplies and assembled over 100 'school kits' for these children including notebooks, pencils, sharpeners, erasers, scissors, crayons, and backpacks.

- AvantGuard also has a 503(c) foundation that all employees can donate to throughout the year. Donations are taken out of each participating employee's paycheck and deposited into a fund called AG Cares. Every dollar donated by employees is matched by the company. This money goes to helping company employees who are in need due to unusual circumstances and could use financial help. It also goes toward helping the community and bettering the city where the monitoring centers are located. Last year the foundation raised and distributed over \$100,000.

These are just some of the examples of how AG gives back to the community. That says something about the caliber of people working at AG and the power of a 'We Care' corporate culture.

8. METRICS - Identify KPIs and frequency of reporting. Explain how these reports are used to manage day-to-day operations. (10%)

The KPI's that we use are on every operator score card showing their key performance stats for the week. These stats are running everyday but are pulled to their score card at the end of each week. It allows them and their supervisor to see their performance progress from week to week and month to month. We track the following:

- Attendance
- Call quality audit scores
- Time to First Action (TFA)
- Average Handle Time (AHT)
- Number of calls they respond to

We also track multiple metrics to score our overall service levels:

- The number of calls we answer in under 30 seconds to ensure appropriate staffing levels
- The number of calls taken every half hour to identify peak times and changes in peak times from week to week to adapt staffing levels accordingly
- Median response time along with average response time
- Outliers – Signals that take longer than 90 seconds to respond in order to identify staffing concerns

9. EMPLOYEE RECOGNITION - Explain your center's approach for recognizing employee excellence in areas of productivity, Q/A scores, attendance, etc. Provide information on any employee referral programs and retention bonus programs. (5%)

At AvantGuard we love to acknowledge and celebrate our team members' **professional successes**, starting on day one with recognition for joining the AG family, and shortly after, acknowledging the completion of their initial operator training. Here are some additional examples of professional accomplishments we celebrate and reward:

- Operators who receive all passing Q/A scores, perfect attendance, qualifying TFA scores and AHT scores for the quarter are recognized with what we call the 'Quadfecta' award and receive a monetary bonus for their excellent work over the quarter. Operators who achieve three of the four are recognized with the 'Trifecta' award and receive a bonus that quarter as well.

- We also recognize our top three performing operators in AHT each week with a gift card. To qualify for this award, they must take over 150 calls that week and have perfect attendance and QA scores.
- We recognize our operators who have perfect attendance for an entire year with a \$250 bonus.
- Employment anniversary dates are another important achievement we recognize. Gifts are given based on the number of years with the company as an expression of gratitude for their service to the company and to our customers.
- We also give employees a referral bonus of \$200 for referring someone to the company that stays with AG for 200 days.

Another more general form of employee recognition can be seen in our propensity for promoting top performers from within the company. We love to see people grow in responsibility and increase their contribution to the cause through extending well-earned promotions when opportunity permits.

At AG, we also love to acknowledge **personal milestones** – graduation from college, the birth of a child, birthdays, etc. This goes a long way in letting everyone know they are appreciated and that they are an important part of the AG family.

We have a tradition of providing simple recognition for both types of milestones – professional and personal – through internal announcements and at department and/or corporate gatherings. It all comes back to our ‘We Care FIRST’ core values and culture.

10. QUALITY OF RECORDS (Alarm history, recordings, etc.) - Detail your center’s records retention process, including its approach for alarm history and phone calls. Explain how you use history to evaluate current challenges, productivity, and effectiveness. Lastly, how is history used to understand current business, customers, and employees? (5%)

We recognize the importance of record keeping in our business, with a 100% commitment to retaining and utilizing call recordings and detailed alarm history reports.

Call Recordings:

We record all calls - incoming and outgoing calls. This allows us to effectively audit operator performance. It also allows us to use real life scenarios for training purposes. Additionally, call recordings are used to verify what was said on any given call if needed. All recordings are saved for a minimum of seven years.

Alarm History:

A detailed alarm history report is also maintained and saved for seven years. This report provides essential information about every alarm – type of alarm, when it was taken, by whom, steps taken in response to the alarm, and an explanation of why the operator took those steps. This facilitates quick evaluation to understand why an operator did what they did on any given call and to determine if there is opportunity for improvement.

Alarm history records are also used as part of our data analysis work. We have processes that constantly run to analyze data for patterns in alarm traffic and in operator handling. Through alarm history we can help dealers understand which customers may have a problematic installation or poor end-user understanding of how the system works. Dealers can then proactively work to reduce attrition by reaching out to these potentially at-risk customers.

We also utilize our voice recordings and accompanying meta data to train our AI system and to research employing AI for a much more comprehensive QA audit process.

11. RELATIONS WITH AHJs - Explain how your monitoring center works with public safety to increase effectiveness, reduce false alarms, and increase awareness of industry trends, technology, and contributions. (5%)

Members of our dealer services team and outbound sales team participate in regular discussions with local AHJs regarding accounts that have a high volume of false alarms to minimize or eliminate those false alarms. These discussions are often very specific, even down to the account level, to 'fix' specific problem accounts.

Additionally, we participate on the TMA AVS-01 committee, involving discussions with alarm companies, wholesale alarm companies, stages, and community fire and police departments. AvantGuard desires to play a contributing role in helping the agencies that are providing such important services. We value and respect their time.

12. BUSINESS STRATEGY/CUSTOMER RELATIONS - How do you approach and manage communications with your customers? Share how your center solicits voice of customer? How do you keep them apprised of business developments, advancements, and new products or services? (5%)

Dealer Feedback:

We believe seeking and implementing customer feedback is an important step to building relationships of trust – another essential part of our core values. Our dealer care and sales teams communicate directly with our dealers in various ways resulting in valuable feedback – inbound and out bound phone calls, emails, and texts. This open approach helps us respond quickly and personally to their needs.

In addition, we offer more formal ways for our dealers to communicate with us. For example, on our dealer portal – our most active page on the website – each dealer is invited to submit their comments, ideas, and suggestions on a feedback form. Plus, we include prompts for feedback through our social media channels and in our weekly newsletters emails.

We also take a proactive approach by doing periodic Net Promoter Score (NPS) surveys with our dealers. NPS is determined by subtracting the percentage of customers who are detractors from the percentage who are promoters. The result will be a score between -100 and 100. On a scale of 1 to 10, if all the responding customers gave a score lower or equal to 6 (detractors), this would result in an NPS of -100. If all responded with a 9 or 10 (promoters), then the total Net Promoter Score would be 100. According to the Creators of NPS, Bain & Company, a NPS greater than 0 is considered okay, above 20 is favorable, and above 50 is excellent. Our most recent NPS came in at

57. We were thrilled with the results and motivated to find ways to score higher with the next survey.

The suggestions and overall feedback received through these activities are extremely valuable to us and are shared with AG's leadership team and the applicable departments and team members to review and implement or make adjustments as needed.

When it comes to outbound communications, AG is very committed to sharing important AG news, innovations, and new product/service updates with our dealers through email announcements, weekly newsletters, and social media posts. We also give our dealers access to weekly blog posts and monthly webinars that cover a wide variety of relevant industry topics and business management tips to help them succeed. Most recently, some of our articles and webinar topics included 1) Preparing for the 3G Sunset, 2) Reducing Client Attrition Up to 50%, 3) Things You Didn't Know Your Billing Software Could Do. Our webinars are well attended and are published and available for dealers to download shortly after to our website.

Subscriber Feedback:

When it comes to subscriber feedback, the subscribers' voice is captured through their many interactions with our operators and through our trainer and QA audits of subscriber calls. Any compliment or concern shared by our subscribers is documented and shared with team leaders, customer care representatives, trainers, and management to ensure we achieve our We Care F.I.R.S.T. objectives.

13. ENGAGEMENT WITH INDUSTRY GROUPS - Identify relevant industry association memberships that you center maintains. How does your company participate in or contribute to these associations? (5%)

AG has been an active member of TMA for more than a decade. We feel a strong obligation and desire to participate throughout the industry in various ways such as sending representatives to each TMA event or having team members participate on TMA committees and boards. We are also members of SIA, MAMA, and many of the state security industry associations.

Our company President, Justin Bailey, has served on the TMA board for a few years now and currently serves as the Secretary of the Executive Committee. Additionally, Justin co-chaired the UL827 permanent work from home committee and is now chairing the sub-committee responsible for continued refinement of that standard. Nic Barrus (Senior Manager of Operations) presented at the Annual TMA conference this last year discussing the lessons learned and wins from remote monitoring. Suzie Nye (Operations Manager) is actively serving on the TMA AVS-01 committee helping create the standard for alarm scoring that could revolutionize how alarms are dispatched. Others from our sales and marketing teams have volunteered to serve on TMA's Marketing and Communications Committee.

Additionally, in 2021, AG's marketing team worked with Leigh and Celia to host and promote a webinar featuring TMA's IQ Certification to show how it gives businesses in the industry a competitive advantage. We often see an average of 35-60 registrations per webinar and up to 100 video views after a webinar is posted to our website. Our plan is to redistribute the webinar recording in an upcoming March newsletter, prior to ISC West, to boost those numbers even further.

14. ADDITIONAL INFORMATION:

Here are some additional highlights from 2021 and some specific departmental achievements that have played a key role in our recent successes as a monitoring center.

2021 Growth and Milestones:

2021 was an amazing year of growth for AG. Here are some specific growth metrics that we're proud of:

- We started the year with 843,914 subscribers and ended with 1,171,280 – an increase of 327,336 new clients entrusted to our service
- In July we achieved and celebrated one of our major milestones – 1,000,000 subscribers
- Received 451,568,465 signals
- Processed 6,454,988 alarms
- Opened our third redundant monitoring center
- Started serving over 500 new dealers
- Acquisition of Acadian and Tutor Monitoring

We also had many significant achievements to celebrate as a company in 2021:

- Maintained an average signal response time of 9.4 seconds
- Expanded our leadership team to take AG to new heights:
 - Josh Garner stepped up as Becklar Chairman of the Board
 - Steve Richards came onboard as CEO of Becklar, AG, and Freeus
 - We also hired a VP of Software Development and a VP of Operations
- Diverted 241,873 false alarms through the use of AG Chat
- Launched My.AG – a new tool to help dealers quickly and easily create and manage account, saving office and technician time (discussed above)
- Launched our new MLS Report tool (discussed above)
- Launched our new cloud-based phone system (discussed above)
- Used AI, our exclusive automated voice assistant, to handle over 800,000 non-urgent signals such as test reminders, low battery or power loss signals , system troubles, etc. (also discussed above)

To support our aggressive growth, some of our key customer facing teams have expanded and taken measures to ensure ongoing world-class service:

- Our sales team has played a crucial role in AG's past and present growth. As a result, they brought on four new industry experts this last year. That makes a team of nine sales reps scattered across the country to be close to our current and potential dealers and represent AG effectively in their areas.
- Our dealer care team has also adapted significantly, nearly doubling in size over the last 18 months and adding new functions and positions to better support our dealers. We now currently have 45 dealer care representatives focused exclusively on supporting our dealers from account conversion on to ongoing support. Here are some specific things they've done:
 - Implemented Zendesk, an award-winning customer service software to help our team render world-class dealer support during this time of fast growth

- Reworked our dealer onboarding and training processes, including updated documentation for our team and knowledge-based articles and training made available to dealers at any given time.

Both our Sales Dealer Care teams are obsessed with continuing to improve processes and ensure our dealers are cared for.

Big plans for 2022:

In addition to the many technological innovations implemented in 2021 by our development team, we have also been setting the stage for some significant innovations to be launched in 2022 such as continued advancements with AI, data collection and warehousing, and an automation integrated cloud phone system that our dealer partners can access and utilize.

Customer Feedback:

Here are just a few samples of what our dealer partners are saying about AG:



Aaron Whitaker

"AvantGuard has been a strong partner for Preventia for over ten years. They educated us on best practices when we first started in the industry, giving us honest information for our best interests that have served us. They continue to work with us diligently to make sure our customers are always receiving the best service possible. We are proud to partner with AG."



Wayne Gorrell

"We have been in the business for over 30 years and were looking for a new central station with more attention to our customers. After making one phone call and a trip to Utah, we decided that AvantGuard was for us and our customers. There is no doubt that management cares about their employees and dealers, and the decision was made to make the change."



Christie Kulm

"AvantGuard has been a wonderful central station for our monitoring needs. It is easy to contact dealer services and they are always helpful. I also believe that we receive a good value for our cost per account."

Here's a video with more dealer testimonials:

https://www.agmonitoring.com/hubfs/Video/Marketing/Testimonials/1_Dealer%20Testimonial%20Master%20Video.mp4

Our subscribers are also very complimentary. Every month we track subscriber comments on our service – always raving reviews on the speed and friendliness of our operators.

Conclusion:

We love bringing fun activities into the workplace through quarterly traditional events, enjoying holidays and birthdays and random special days, from Independence Day to National Cereal Day, or celebrating individual and company achievements regularly.

Hopefully the following samples give you a feel for what it's like to work at AG ... some internal notifications, activities, celebrations, and recognitions from January 2022:



The Salt Lake Tribune
WWW.SLTRIB.COM

AvantGuard is a 2021 Top Workplace!
3 Years Running

Top Workplaces Award Party!

Join us on Tuesday, **February 8th** to celebrate AvantGuard being a Top Work Place... for the 3rd year in a row!

Stop by the break room anytime after **12:00pm** to grab a treat and an AG Top Workplace sticker!



HAPPY BIRTHDAY

These awesome Becklar Hero has a birthday this week!



Greg Calvo 1/9

Make sure to reach out and wish him a happy birthday!!

Becklar





Interested In Joining The Wellness Committee?

We're looking for volunteers to join this awesome committee! The wellness committee is responsible for developing and carrying out the company's wellness programs and events. We're looking for volunteers to help us continue our wellness traditions as well as start new ones! The committee will meet 1 to 2 times a month starting in February. Please click the link below if you are interested and can commit to the meetings.

[Wellness Committee Survey](#)



CONGRATS ON YOUR PROMOTION!



Technical Account Manager

Jace Chandler

A little bit about me, I am a huge nerd and like to watch a lot of shows and play quite a few video games in my free time. I currently have one cat and some chill vibes. My favorite game is Dungeons and Dragons, or any Legend of Zelda game.



Technical Account Specialist

Tasha Turner

Hil I'm Tasha Turner from Houston, TX. I have been with AG for 2 months now and I absolutely love the company. I've worked in the security/monitoring industry going on 14 years now.

I am very much a homebody and I enjoy every minute of it. I love crocheting, reading, listening to music/podcasts/audiobooks. I have no children of my own but plenty of nieces and nephews to spoil rotten. I love all animals, especially dogs, a corgi being my dream dog. I'm a big Disney/Marvel fan and I'm a bit obsessed with Chris Evans.

Looking forward to working with everyone at AG!

New Year Party Theme Reveal!!



2022 New Year Party Theme Reveal

Please join us on Tuesday, December 21st at 12:30 in the Hero Lounge for the New Year Party theme reveal!

Use the link below to guess the theme! Each guess will receive one raffle ticket, and each correct guess will receive three raffle tickets!

[Guess the Theme!](#)

Nicole Tolman <ntolman@agmonitoring.com>

Mon 1/10/2022 4:55 PM

To: Jeffrey Bradford



Hiring Update!

We made it to 2022! Do you know someone with a new year, new job resolution? We are hiring and would love your help in finding the BEST candidates! Plus, you can earn an awesome \$100+ REFERRAL BONUS when you refer your friends and they get hired!



January & February Operator Hiring

The Customer Service Operator position is OPEN for our January and February hiring!



**There's never a dull moment at AvantGuard.
We love what we do ... why we do it ... who we do it for ... and who we do it with!**



We save lives, protect property, and inspire peace of mind.

Thanks for considering AvantGuard as the TMA/SDM 2022 Monitoring Center of the Year!