



HOW YOUR SECURITY OPERATION CAN ADD TO YOUR BOTTOM LINE

5 PRINCIPLES TO APPLY

MASTER LICENSE: 410026174

The last decade has delivered dramatic changes to the way we lead our lives. Every domain of our lives has been affected. Not least among these changes has been in the way we connect and socialise. Sure, the impact of social media and online connectedness is pretty clear, obvious and often discussed. What is not discussed so often is the landscape when we connect in a “live” environment.

When was the last time you entered a pub without brushing past or being scrutinised by security personnel?

Can you recall a visit to a shopping mall where uniformed security operatives were not patrolling the corridors?

Look up today and wherever you are you’ll likely see those dark domes that cover surveillance cameras.

THERE IS NO ESCAPING IT, SECURITY HAS BECOME MUCH MORE PREVALENT IN OUR WORLD.



But even the increased prevalence is not the biggest change.

The biggest change is in our attitude towards security. We now demand and expect to encounter more and better security in our social environments. Not a great endorsement of our trust in our fellow human beings but... there it is!

In fact, this expectation has reached the point where it has been enshrined in legislation - forcing businesses and enterprises to incorporate protections into their operations.

Businesses and venues can adopt a couple of different approaches to meeting the legislative requirements and satisfying more demanding consumer expectations. Essentially they are:

1. See the need for security (infrastructure or personnel) as an additional cost burden that should be minimized (or passed on) wherever possible.
 - **Advantages** – minimised cost of security.
 - **Disadvantages** – customer perceptions that cost has a higher priority than their safety; lost opportunity to grow customer base and loyalty.
 - **Danger** – potential for serious damage through security failure. The true cost of security is discovered when security systems fail.
2. Consider the installation of security as an investment in your business and in your relationship with your customers. See the rising consumer demand as an opportunity rather than an imposition.
 - **Advantages** – protects your customers (and other assets) while enhancing their experience; increased opportunity to use security features as a marketing proposition; increases overall skills of your team; potential to directly add to your bottom line.

- **Disadvantages** – requires more commitment – it may not be as easy, but the easy path rarely holds the best rewards;
- **Danger** – potential for investment to become a high cost if there is a fall-off in commitment and discipline.

Here are 5 key considerations for making sure your organisation is well placed to earn those returns from your security operations, systems and personnel:

1. **Security Culture** – build it in all your teams and especially those who interact with customers. Make security part of the fabric of your venue. Of course this assumes your team already has a mature customer service culture that can be enhanced by greater awareness and practice of security initiatives and protocols.
2. **Customer Service Culture and Capability** – ensure your security provider (or your internal security team) and each individual team member has both the attitude and capability of delivering great customer service. (As well as having all the characteristics required to perform their security function.)
3. **Ongoing and Regular Training** is a key to maintaining and improving standards – this is especially true for your security operatives.
4. **Update, Upgrade and Unite** the capabilities of your electronic security system and your security operatives.
5. **Tell Your Security Story.** Let your customers and potential customers know they will be safe and secure at your venue.

SCOUT!

SECURITY CULTURE

CUSTOMER SERVICE CULTURE (IN SECURITY TEAMS)

ONGOING TRAINING

UPDATE, UPGRADE, UNITE.

TELL YOUR STORY

LIKE THE MOTTO OF THAT FAMOUS ORGANIZATION...
BE PREPARED. TAKE THESE STEPS AND YOU WILL
MINIMISE YOUR SECURITY RISK AND ENHANCE YOUR
BUSINESS REPUTATION AND GROW YOUR BUSINESS.

LET'S LOOK AT THESE IN A BIT MORE DEPTH.

SECURITY CULTURE

Culture – it's how we do things around here.

If the way we do things includes how security issues are identified and handled, then security is part of your overall culture.

Security culture means simply ensuring security aims, protocols, policies and procedures are contained within the way things get done in your venue.

It is not about building a culture that tries to eliminate all risk. You don't need to run your business as if it were a military operation or the repository of a mass gold reserve.

Delivering great products and service for your customers is what drives your business. So customer service is going to be the strongest feature of your culture. The aim is to embed security awareness into your customer service culture.

The first step is to recognise that one of the fundamental demands of customers is to feel safe and secure. It's a basic need. If it is not there spending will be hampered, loyalty will diminish, and customers will leak away.

...ONE OF THE FUNDAMENTAL
DEMANDS OF CUSTOMERS IS TO
FEEL SAFE AND SECURE.

Having your entire team aware of the potential threats and risks, being able to identify their emergence early and empowered to take action can go a long way towards your customers feeling safe and secure. This does not mean your team needs to be able to take the same actions as security operatives – they just need to know the steps to take in response to a variety of danger signals.





CUSTOMER SERVICE CULTURE AND CAPABILITY

Your security operatives – whether they are part of an internal team or provided by an external supplier – are an important component of the face you present to your customers. Often they are both the first and last points of interaction with your customers. So, they can have a huge impact on first and last impressions and the overall experience your customers have at your venue.

It is vital that these operatives are able to represent your business in the way you want it represented and the way you want your customers to experience it.

To fulfil your customer service aspirations your security operatives need:

- highly tuned skills in their main function – security
- the capability to effectively apply customer service skills and
- a customer service “mentality”.

If you choose to outsource the supply of your security operatives it is wise to:

- Take a look at their training programs to ensure that operatives have regular training covering both their core security responsibilities plus a strong dose of training in matters of customer relations, care and service.
- Make sure you meet with principals and senior personnel of the provider to determine whether their commitment to excellence in both security operations and customer service match your own expectations.
- For ongoing clarity set measurable outcomes in conjunction with your provider. These outcomes should cover all aspects of your relationship with the provider including the performance measurement and management of the operatives working in your premises. In particular these outcomes should address your customer service expectations.

ONGOING AND REGULAR TRAINING

The benefits of training are well documented and there should be no need to go into too much detail.

However, all too often security personnel are not included in customer service training. A fundamental error on many levels.

Having your security team engage in your customer service training programs is an important step in expanding the effectiveness and impact of your security operation.

As well as training for customer service skills, protocol and policies, your security personnel should be included in any briefings on information you want your customers or guests to be informed about. Security operatives are ideally placed to be an information centre for customers.

If your security operatives are externally sourced check on the training they undertake – the provider should be able to provide you with their training schedules and topics. But, it is also important that externally sourced security operatives are part of your team, so their regular inclusion in YOUR training and communications sessions is also necessary.

UPDATE, UPGRADE AND UNITE

I've seen it so many times - one way or the other.

A state of the art electronic surveillance system being totally underutilized (and wasted) by undertrained and under-skilled operators, or by guards who are not able to engage appropriately with customers.

Or

A fantastic team of security operatives who are let down by poorly maintained or outdated technology.

The goal is to ensure you maintain the capabilities of both personnel and equipment so they can perform at the standard you want.

**THE REAL COST OF SECURITY IS
THE COST OF SECURITY FAILURE.**

Combining high quality security personnel with high quality electronic security might seem more costly... but, when it all pans out, it is far more economic.

This commitment will be rewarded through greater confidence from regulators, law enforces, insurance companies, staff and customers. The latter giving you a direct financial return. Some of the others have potential indirect financial returns – lower insurance premiums, more lenient (less costly) compliance regulations, and reduced leakage.

And remember, the real cost of any security operation can only be measured when it fails – quality is your best insurance against failure.



TELL YOUR STORY

We began this article by pointing out that consumers - customers, clients and the general public - have high expectations when it comes to venue safety and security.

They need to know that your venue meets – even exceeds – their expectations.

Instilling the knowledge and feeling that they are safe and secure in your venue is important to getting a return for your hard work and investment. There are many ways of achieving this, it is essentially a marketing project, but it won't happen by keeping your story under wraps. Tell your security story – there is a big chance it will be a powerful selling proposition.

Whether you want to tell your security story with a shout or a whisper, there are many venues for getting your story to your customers... and prospective customers.

Of course, before doing so, you must have confidence in your security personnel and systems – don't brag about it if you can't back it up.

IF YOU WOULD LIKE SOME TIPS ON JUST HOW YOU CAN USE THE SECURITY OF YOUR PROPERTY IN YOUR MARKETING MESSAGING, LOOK OUT FOR OUR NEXT ARTICLE – **SECURITY AS A MARKETING PROPOSITION: HERE'S SOME TIPS.**



**EXACT
SECURITY**



ClubsNSW
PREMIUM INDUSTRY SUPPORTER
2017–2018

**CONTACT US TODAY,
START THE CONVERSATION
ON CUSTOMER FOCUSED
SECURITY SERVICES.**



1 300 339 228



INFO@EXACTSECURITY.COM.AU



LEVEL 3 SUITE 319,
29-31 LEXINGTON DRIVE
BELLA VISTA NSW 2153

**AIMING TO BE AUSTRALIA'S FINEST
CORPORATE SECURITY SERVICE.**

www.exactsecurity.com.au

MASTER LICENSE: 410026174