AlarmBiller

SafePath Security

Scott Sawyer is the owner of SafePath Security, a high-tech monitoring company in Kennesaw, Georgia. After founding the organization in 2010, he's watched it grow steadily every year since. With that accruing growth, it was only a matter of time until the staff at SafePath needed AlarmBiller to help conquer day-to-day tasks and boost efficiency. Scott chatted with us about his company and how AlarmBiller works in their day-to-day operations.

How did you get into the security industry?

It was more by chance than planned, honestly. I worked my way through college in a completely different industry. After graduating in 1998 I noticed that my local electric cooperative had started a security division, so I applied and was offered a management position. My decision to take the leap into this industry was twofold; I really liked the concept of recurring monthly revenue and having a positive impact on people's lives by protecting their homes and businesses.

What made you choose to start SafePath Security?

After many years and positions at the same company and managing the sale of the company to new owners, I realized that it was time for me to go out on a limb and start my own business. So, in 2010, SafePath Security opened for business. We have grown steadily every year and have become one of the most respected security providers in our market.

What types of clients do you have?

I know our split is around 60 percent residential and 40 percent commercial, but I want to say it's almost the opposite for revenue. Most of our residential work is higher end. We don't really focus on the basic "two doors and a motion sensor"-type systems. We focus on educating our customers and providing a comprehensive solution that secures their property and enhances their lifestyle.

What kinds of products and services do you offer?

We do high tech systems—about 80% of our customers use alternative communications such as cellular and internet. About 50% also utilize our remote service solutions. We lead with Honeywell and their Total Connect remote services platform but offer services with most major manufacturers. You know, a lot of our customers really like the conveniences offered by remote services and they use the services daily. I have found that if you provide a service people will actually use, they stay a customer longer.

What else is unique about SafePath?

Well, I think we're still small enough to focus on each customer and give them the attention they deserve versus treating them like a number. Our business model also doesn't require long-term contracts—I honestly believe if you give people good service, you don't

need to lock people into long-term contracts.

Before you learned about AlarmBiller, what software were you using?

We were using ProBill, and we started with that because the entry price price was reasonable, and it worked well for recurring invoicing. It worked, and they're great people who do a great job, but it didn't give me the opportunity to manage customers from prospects all the way through invoicing and everything in between. That was the biggest reason for the move to AlarmBiller: to be able to automate the billing process and manage the customer lifecycle with one system. AlarmBiller kind of goes on autopilot and works for us, which is great. The transition from ProBill to AlarmBiller was really smooth. They did a good job during the initial set up as far as explaining and giving me recommendations on how to use everything.

How is AlarmBiller helping you run your business?

AlarmBiller is helping us give true customer access where the client can manage their invoices and pay bills without taking manpower on our end. It's helpful in coordinating and using the calendar for Work Orders. We're not totally done transitioning into that full process yet, but we're definitely moving in that direction.

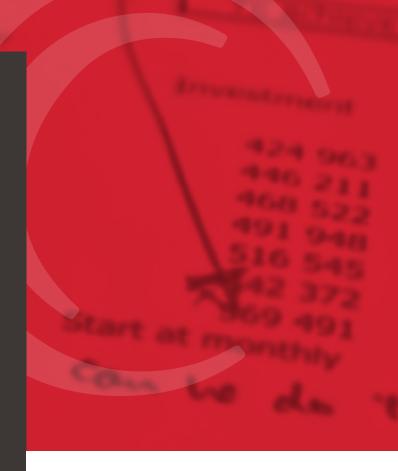**So, how do you currently use AlarmBiller with a customer?**

1) When a new customer calls in, we capture that info in AlarmBiller and assign them to sales person as a prospect.

2) Then, we go from there to schedule a consultation or work order if the customer can be qualified and sold over phone.

3) Once we schedule an appointment, we dispatch the sales rep or tech. I love the feature where the tech and the customer can both receive the email summarizing that appointment. We try to create proposals onsite via tablet when possible.

4) Once the proposal is accepted, AlarmBiller can create the work order for install automatically, which is great.

5) After installation, AlarmBiller also creates and delivers the invoice so we don't have to do follow up work in office. That saves us a lot of time and reduces human billing errors, which has been nice. Another nice feature is the customer portal on our website that lets customer view invoices, manage payment sources like credit cards or electronic check, process payments, and create a work order if they need service.

How is AlarmBIller impacting SafePath by the numbers?

As far as the savings on a monthly basis, I can't put a dollar value on it—it saves at least one day a month by having automated processes versus having to supervise the billing process. The time saved lets us focus on growing our business and providing better service to our current customers. That's a good thing!

Where do you see the future of your company with AlarmBiller?

Honestly, I see us growing and continuing the transition to a paperless operation with AlarmBiller. Once we get all our contracts and documents integrated and get everything in a secure cloud-based system, we won't have to worry about the info in the office. We will be able to manage documents through the entire customer lifecycle so we don't have to keep a physical file anymore. We'll be able to work efficiently wherever we are.

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