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Demanding customer service

Gold Service: Alarm receiving centre from ADT is worth its weight in gold for the retail sector

These days, hardly any retail companies do without modern security technology. The preventive deterrence of theft and the reduction of the feared losses due to the dwindling of merchandise and inventory differences play a crucial role here – if the alarm goes off, a quick, effective reaction is important. In this context, in addition to well-engineered integrated security solutions, ADT also offers a comprehensive service offer – the Gold Service. This focuses mainly on the central surveillance of stores and retail chains through the ADT alarm receiving centre, and also the monetary and resource saving advantages of an integrated complete solution for retailers in terms of business intelligence.

Around 100 specially trained employees in the ADT alarm receiving centre (NSL) centrally monitor the security systems on-site in the stores, which are directly connected to the NSL. In addition to the intended initial reaction in emergency situations on the sales floor or in the lift, other benefits of the Gold Service also include the call-back to the building under surveillance or the alerting of the respective security services, the police or the fire brigade. In addition, door control mechanisms and their closing and opening times, as well as the function of operating systems such as EDP, air conditioning, cooling and heating systems, can be monitored and recorded from the NSL – around the clock, 365 days a year.

Thanks to the additional integration of intelligent video technology and the patented compression process, it is also possible to transmit video images in real time via a standard DSL line to the alarm receiving centre. Several stores are therefore monitored by just one NSL employee. Special software, furthermore, makes it possible to evaluate all incoming data from the security systems and adjacent point of sale areas – such as customer footfall numbers and sales transactions – according to fixed algorithms. Any weak spots in security can thus be checked specifically and the information generated in terms of business intelligence can be made use of. The monitoring concept is tailor-made for the store requirements; the areas to be monitored and monitoring times are determined on an individual basis by the retailer. The retailer can also individually enter special times and consequently the areas to be monitored.

This provides a service which can substantially improve the operational business. Conclusion: The Gold Service offers retailers a very tangible savings potential. It is not necessary to invest in suitable hardware and software for data evaluation control and staff numbers can also be planned proportionate to the number of customers. Lastly, the result is also a clear plus in security – a reduction of 50% of inventory differences speak for themselves.

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Notes for the editorial office

About ADT

ADT, part of Tyco International, designs, installs and services electronic fire and security systems for residential, business and government customers. In Europe, the Middle East and Africa, ADT's products include intruder alarms, closed circuit television, access control, electronic article surveillance, radio frequency identification, fire detection, integrated solutions and monitoring. They are used to deter thieves and protect people, goods and property.

For more information visit www.adt-deutschland.de.