

The Protection Bureau: Client Satisfaction is Priority #1

The Protection Bureau is a leading security and fire systems integrator, providing electronic security services in the Mid-Atlantic Region from its headquarters in **Exton, PA** and a branch location in South Plainfield, NJ. The Protection Bureau has grown from a small burglar alarm company to a full-service integrator with over \$15 million annual sales and 6,000 commercial and government installations nationwide.

The Protection Bureau has an ongoing program called CSI – Customer Service Initiative, and Client Care Departments. Matthew Ladd states, “At The Protection Bureau client satisfaction is our #1 priority. This department, which reports directly to me, was specifically created to address client needs, concerns and issues. We now have an entire department dedicated to client retention. Our goal is to assure that our clients receive the highest level of security and customer service. Our company motto has and always will be that we’re **Big enough to protect, small enough to care.**”

The Protection Bureau trains their staff in every facet of customer service/client care. It is the responsibility of each employee to be sure that they provide clients with the best possible service. The goal of CSI is to reinforce policies throughout the company. Staff seminars and training sessions are held on a monthly basis with rewards to the staff for jobs well done.

“We want to be proactive and handle any potential issues before they happen. Sometimes, it takes a little research and a visit with the client to help them understand how to get the maximum benefit out of their security system.”

Our company provides exceptional service to its customers by having attentive and knowledgeable staff available 24-7 to respond to our client’s calls. We gauge our success and our client’s satisfaction by distributing a survey each time we’re out on a call. We thank our clients by sending personalized notes and small “thank you” gifts. We keep our clients apprised of any changes and send out letters and bulletins with technological updates. At The Protection Bureau there is always a person to talk with to help resolve whatever issue or question arises. Our sales staff and Customer Care Department make every effort to contact clients to be sure they are satisfied with our service and their installation. A welcome package is delivered to each client by their project manager upon completion of their installation along with a welcome gift. To ensure the best level of services to our clients, The Protection Bureau has (five) project management teams, specializing in different facets of installation.

We look to our clients to let us know how we’re doing. We review our survey responses two to three times a week. If there is an issue with a customer on the phone, they’re immediately referred to someone in our Client Care Department. Our employees make every effort to keep their fingers on the pulse of the needs and concerns that our clients may face. President/CEO, Matthew Ladd, remains actively in the loop and keeps a hands-on approach to ensure that each client call is handled professionally and with the respect that it deserves. Our website is one of our greatest tools. We can communicate with our clients better. They can log on, review all of our services and give us feedback on how we’re doing. They have the choice of doing it anonymously, but almost every one of our surveys arrives with the client’s full information.

Another customer service that makes The Protection Bureau unique is that it owns and operates its own central monitoring station at its Exton, PA headquarters. Our clients can speak with a trained company employee 24 hours a day, every day of the year. We monitor only The Protection Bureau customers – we’re not a subcontractor, where customers are a number. At The Protection Bureau you are treated like the valued client you are. It seems to be working. We know we’re doing a good job when we receive referrals from our existing clients. That’s the highest compliment and evaluation tool we have.



Your Protection
Today
and
Tomorrow

Throughout the years, MEA has been a great help in handling HR matters. Sometimes I have no idea how to proceed – and they always guide me in the right direction; sometimes I just need someone to bounce things off of and there is always someone there to listen and advise. We have sent many employees to the training classes and always get a Thank You from them for sending them to such good courses.

– Karen L. Baker, Vice President, THE PROTECTION BUREAU
MEA member since 2003