

**there are critical times**

**in the course of every business' operations**

**when it is necessary to reevaluate how things are done.**

**due to market or other considerations, changes are sometimes required**

**to take the company in a direction that better benefits both its customers and employees alike.**

**sky high**  
PELCO'S SERVICE MODEL **INSPIRES TECH SYSTEMS TO** **NEW HEIGHTS**

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Atlanta-based Tech Systems underwent such an evaluation after losing a client for failing to provide a sufficient level of service, despite having met the written terms of the agreement. Thanks to an re-examination of its business plan, Tech Systems has surged from a less-than million-dollar operation in the late 1980s, to one that grossed over \$12 million in 2003. "There are two key contributors to our success: joining PSA and our relationship with Pelco," notes Darryl Keeler, President, Tech Systems.

**Extreme, Radical Customer Service – Pelco Style** Keeler explains his company's road to success as he sits in his office in front of two special plaques hanging among many others. Holding special significance, these plaques signify completion of two training sessions held at Pelco's Clovis, California, headquarters and led by Pelco president, David L. McDonald.

The first session, *How to Build and Maintain a Highly Prosperous Small Business* was attended by Jerry Clark, Senior Vice President of Tech Systems. "When I heard

McDonald talk about 'Doing the right thing versus doing the thing right,' a light bulb went off," he comments. Clark could hardly wait until the next break to call Tech Systems and share what he just learned about Pelco's revolutionary approach to customer service.

"I called Darryl and said that these guys had found something. It had a lot to do with the presentation, but also with seeing it in action. Pelco clearly demonstrated that when you make an extreme, radical commitment to customer service, everything flows from that."

Three months later, Keeler traveled to Clovis and soaked up McDonald's service philosophy at a *Using Fanatical Customer Service as a Business Strategy* training session.

After completing the course, Keeler developed the FOCUS System – For Our Clients Ultimate Satisfaction – to which he attributes Tech Systems' subsequent phenomenal growth. "When we look at where we are, we always relate back to our Pelco experience," said Keeler.

And where they are now is a story of a growing team of 62 employees actively servicing accounts in 11 southeastern states from six regional offices and the company's Atlanta headquarters. Like Pelco, the company has made a commitment to service that involves every member of the Tech Systems team, from employees to suppliers.

"We have to align with companies like Pelco that have the same philosophy of customer service," said Joanne Heroux, Director of Marketing for Tech Systems. "The commitment to 24/7 service flows through the company at all levels."

### **FOCUS Agreements Tailored for Clients Needs**

In 2000, Keeler expanded FOCUS to offer clients more levels of benefits based on their system investment. "The goal is to manage a mutually



an integral part in how the company executes its service philosophy. As a PSA member, Tech Systems has the purchasing power of a national company while maintaining the personal attention and entrepreneurial spirit at the local level.

"The outsourcing services that PSA provides to the technical side of our business allows us to focus on what's important – the needs of the client," said Keeler, who exemplifies the classic entrepreneur.

"He's extremely hard-working and dedicated," said Tech Systems' Clark, adding such attributes comprise the 'Law of the Land' at the company. "We eat, sleep and dream this thing."

### Commitment to Customer Service Wins Clients

Tech Systems' wholehearted commitment to 'doing the right thing' means it's not unusual for the company to provide services before an agreement is reached. Keeler recalled how, prior to landing a contract with a large wireless communications company, he made a decision to address some of the security-related problems facing the then-prospective client.

"I told them not to pay us. I wanted to show what we could do for them," said Keeler.

After three days on-site, Tech Systems resolved all the problems that had been unresolved for the preceding 18 months. Keeler reports the account has grown to generate \$3 million in business for his firm since early in 2002, and is just one example of why he says that "problems really are opportunities." "Our growth has been a purely organic thing," said Keeler. "As our clients grow, we grow with them."

beneficial relationship," said Keeler. "We have some client sites that we staff two to three days a week. It allows us to be proactive and predictive about service."

That level of service has generated a growing number of satisfied clients including Robert O'Brien, Regional Provost Marshall and Chief of Security Operations for Eisenhower Army Medical Center at Fort Gordon in Augusta, Georgia. The inpatient facility is the hub for all returning combatants from Iraq and is one of the most advanced security operations run by the Department of Defense. Tech Systems has overseen the revamping of the facility's entire security system, a process that has taken place over the past two years and remains ongoing.

"They have been very responsive, whether the problem is equipment failure or human failure," said O'Brien. "We now have a very advanced CCTV system, and whatever we need, they're right there."

**PSA Membership Supports Tech Systems' Mission** Tech Systems membership in PSA Security Network, the largest electronic security cooperative in the nation, also plays



(Top) Tech Systems' President Darryl Keeler (pictured) credits following Pelco's model of "fanatical customer service" with the phenomenal growth of his Atlanta-based firm. (Bottom) Tech Systems' employees who excel are eligible for the STAR Award, and a day off with pay. Shown from left to right: Bobby White, Field Service Tech; Darrell Savage, System Support Specialist; Tom Nealer, Director of Technology & Training; Pam Fells, A/R & HR Administrator; Paul Sutton, Client Services Representative.