



---

# PROFESSIONAL SECURITY PERSONNEL

---

Refresher Training Guide



OCTOBER 5, 2016  
THOMAS PROTECTIVE SERVICE, INC.  
[ThomasProtective.com](http://ThomasProtective.com)

## Formally Certified Security Personnel

Professional security personnel need to respond to changes in their environment, which includes actions such as traffic movement, ensuring the safety of persons between and within locations, monitoring and managing the access and departure of persons and vehicles as well as observing and monitoring people.

### **Duties of a Professional Security Officer**

The responsibilities of a security officer will vary from one customer to another. You must be well attuned to changes and developments within the industry and the expectations and obligations that are due the customer and the general public.

Primarily, your role is to safeguard people, property and information. The majority of assigned tasks require a security officer to **observe, deter, record** and **report**. This may involve, but is not limited to:

- Ensuring premises and property are protected in an appropriate and effective fashion against a variety of natural and man-made threats.
- Preventing, detecting and reacting appropriately to the commission of criminal and quasi-criminal actions on or against the property of the customer.
- Interacting with law enforcement officials and the justice system, when necessary.
- Providing leadership and direction in emergencies and assisting emergency personnel in times of crises.
- Controlling access to a customer facility, including monitoring entrance and gate passage, escorting citizens and inspecting vehicles and bags.
- Controlling or restoring order to a crowd.
- Preventing work accidents by being aware of potential dangers, reporting safety hazards and following directions to minimize potential risks.

## **Quality Customer Service for Security Professionals**

Providing outstanding customer service is critical to maintaining our existing business partners and a key element in attracting new customers.

### *Know Your Responsibilities*

To provide quality service and assistance, security professionals must be familiar with the particulars of their assignment(s). Be fully aware of your duties as outlined in company policy and procedures as well as customer specific instructions.

### *Complete Assigned Welfare Checks and Check-In / Off System*

Our company requires all security professionals to call from the customer's telephone when they arrive for work and when they depart the location to our Corporate Communications Center. In addition, we require two {2} hour interval welfare checks to ensure security personnel well-being and safety.

### *Always Provide Your Full Attention to All Individuals*

Listening to your supervisors and customer contact attentively is critical in the security profession to fully understand the expectations and service requirements bestowed upon you. All policies and procedures are living, breathing documents and may change from time to time. Consequently, it is important to fully acknowledge and understand new job descriptors and policies.

### *Be Mindful and Respectful*

More than anything, great customer service begins with politeness. Words and phrases, such as "Thank You" and "You're Welcome" as well as "Sir" and "Ma'am" show class and pride in yourself. Even the most difficult personalities respond better when they are shown respect. In turn, you will earn their respect.

### *Be a Team Player*

Teamwork is essential to your job duties and responsibilities. Welcome new employees, help them learn and understand the tasks and mentor them when necessary. Support your team members and help them succeed. Leave a clean workspace for your relief officer and set a positive example for them to follow.

### *Keep Your Word and Go That Extra Mile*

Although it is imperative to meet the basic requirements of your job assignment, making that extra effort will increase customer satisfaction. Offer solutions to problems or assist with a special project. Also, being factual is critical in the security profession and your reports should reflect what accuracy.

### *Positivity*

Form great relationships with all of the Thomas Protective Service, Inc. team members as well as the customer employees. Report to work on time, keep your workspace clean and organized, complete all assigned tasks and maintain a sense of professional decorum. Take pride in a job well done.

### *Look the Part of a Professional*

While wearing a uniform, the public naturally expects a courteous and respectable professional officer. Make sure your uniform is pressed and clean and you are adhering to professional grooming standards set forth in our Company Policy Manual.





## Repeat Their Concerns

You're listening—great! But how do they know that? Assure them that you understand by repeating their problem back to them. Now they're (hopefully) not yelling, and are more likely to listen to you.

## Actively Sympathize

People want a sympathetic ear more than they want a punching bag. Be that sympathetic ear. Don't just read off a script, either....

## Listen

You've heard this complaint 1000 times before, but this is the first time they are making it. If you're listening carefully, you'll be prepared to handle not just the customer's concern, but also the customer's temper.

## Remain Calm

No one wants to be the brunt of someone's misplaced anger, but keeping calm under fire is the #1 way to cut a customer's ire off at the knees.

## Be a Real Person

They're yelling at you because you're a faceless representative of a broken product or service. Remind them that you're not just a part of the system. You're someone who actually wants to help.

## FollowUp

You may never want to talk to that particular customer again, but a quick followup might improve their mood and make your next conversation much more pleasant.

# Dealing With ANGRY CUSTOMERS

## A CUSTOMER SERVICE REPS BIBLE

**45%** of US consumers will abandon an online transaction if their questions or concerns are not addressed quickly

"I'm not sure."

"Good question! Let me find that out for you."

**You Don't Know the Answer to a Question**

**A Requested Product Or Service Is Unavailable**

"We don't offer that now."

"That product/service is not available at the moment. I can take note of your interest and contact you as soon as does become available."

**70%** of buying experiences are based on how the customer feels they are being treated

## Dos and Don'ts WHEN...

**You Have to Transfer a Customer**

"I can't help you with that. Please hold while I transfer you."

"I want to help you resolve your problem, and Soandso in our Suchandsuch department is the best suited to work with you. I'll transfer you right over to her."

**26%** of consumers have experienced being transferred from agent to agent without any resolution of their problem.

**89%** of consumers have stopped doing business with a company after experiencing poor customer service!

"Alright, all done here?"

"I'm glad I could be of service. Before we go, is there anything else I can help you with?"

**You're Closing With a Customer**

**a Customer Requests Special Treatment That You Can't Provide**

"Yeahhh... no."

"I wish I could help you sir/ma'am but we have these policies to help our other customers. Can I offer you an alternative...?"

**55%** of consumers would pay more for a better customer experience.

When you're screaming, you're not screaming at The Company (as nice as that would be!) **You're screaming at a person.**

Yelling at someone does not make you more coherent. When you aren't coherent, **no one can understand your problem, let alone fix it.**

The customer service rep is **only here to help you.** (And get paid, but that's how they earn their living. In this economy, who are you to judge someone for having a job?)

**And Now For You ANGRY CUSTOMERS...**  
Yes, you're frustrated. Yes, you are **UPSET.** But guess what? **YOU ARE NOT ALWAYS RIGHT.** When calling customer service, try to remember...

**You're not improving your chances of getting real help.** (You're only turning yourself into the watercooler horrorstory of the day. Do you really want that?)

### Sources:

<http://www.wikihow.com/HandleAngryCustomers>  
<https://www.helpscout.net/blog/customer-service-scenarios/>  
<http://www.slideshare.net/RigheKnow/2011-customer-experience-impact-report>  
<http://blog.oreca.com/blog/bid/352018/2013-Customer-Service-Stats-to-Help-you-in-2014>  
[http://mindsightdecision.com/blog/2013/03/21/4strategic-tips-when-calling-customer-service/#UwZzk\\_3dW7I](http://mindsightdecision.com/blog/2013/03/21/4strategic-tips-when-calling-customer-service/#UwZzk_3dW7I)

**TollFreeForwarding.com**  
BUSINESS WITH THE FUTURE



# Top 12

## Customer Service Quotes to Ignite your Customer Support Team

1

«You are serving a customer, not a life sentence. Learn how to enjoy your work.»

Laurie McIntosh

2

«Your best customers leave quite an impression. Do the same and they won't leave.»

SAP Ad

3

«Customers don't expect you to be perfect. They expect you to fix things when they go wrong.»

Donald Porter,  
V.P. British Airways

4

«Your customer doesn't care how much you know until they know how much you care.»

Damon Richards

5

«Unless you have 100% customer satisfaction... you must improve.»

SAP Ad

6

«The goal as a company is to have customer service that is not just the best but legendary.»

Sam Walton,  
Founder of Wal-Mart

7

«Your most unhappy customers are your greatest source of learning.»

Bill Gates

8

«Under promise and over deliver.»

Toby Bloomberg

9

«If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.»

Jeff Bezos, CEO Amazon.com

10

«Rule 1: The customer is always right.  
Rule 2: If the customer is ever wrong, re-read Rule 1.»

Stew Leonard,  
CEO Stew Leonard's

11

«Customer satisfaction is worthless. Customer loyalty is priceless.»

Jeffrey Gitomer

12

«Good customer service costs less than bad customer service.»

Sally Gronow, Welsh Water