



## GENERAL INFORMATION

Dear PDQ Applicant,

The Professional Dispatch Quality Award has always been unique within the industry as it is one of the few awards that you can apply for without being appointed by others. Along with the fact that the PDQ award is the only such honorarium that requires you demonstrate a working relationship with at least one law enforcement agency allows PDQ recipients to stand proud as one of the trend setters in our industry. There are other benefits of the PDQ program that are unlike any other award.

These benefits include:

- Winner receives an impressive trophy in front of your peers at ESX
- All finalists receive recognition at ESX
- Winner featured in SSI Magazine cover story including a full cover photograph
- All finalists featured in SSI's October issue
- All finalists featured in SSI online coverage
- All finalists featured in trade association newsletters
- Winner featured in promotions for next award period (as to this statement we should include a photo of previous year's winner.

### SIMPLIFIED APPLICATION PROCESS

You will find the process to apply is not nearly as complex and time-consuming as it was in previous years. We're simply looking for the best programs that can be easily documented for submission. You decide how much detail you wish to provide.

We are again accepting applications in three categories.

- 1- Full service integrators that have in-house monitoring.
- 2- Integrators that use a third party monitoring service provider.
- 3- Contract monitoring providers that do not have any accounts they provide service for.

Based on experience over past years, and on the recommendation of the judges, the PDQ Award *can* have multiple winners. There will remain to be one overall winner, but the judges have been given the latitude to issue "Runner-Up" recognition. This change is being instituted because of how close the judging has become and to be fair to the applicants. In addition, there are major changes in the judging criteria so previous applicants should review in detail this new application.

To apply you must first complete the general application that is part of this information. Once you have completed the application and sent it to Stan Martin ([stan@siacinc.org](mailto:stan@siacinc.org)) you should carefully go through the submittal criteria. First, determine which category you are applying in and completely review all of the requirements prior to completing your answers.

You should create an addendum where you will include copies of supporting documents. The addendum should clearly and boldly be numbered. A single document may apply to several criteria. Make certain that this is noted to make the judges ability to refer to the documents easily and quickly.

We look forward to seeing your application and rewarding your hard work in the area of alarm management.



# APPLICATION FOR 2019-20 PDQ AWARDS

## Applicant:

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

Company Phone \_\_\_\_\_

Name of Person Completing Submission \_\_\_\_\_

Phone Number \_\_\_\_\_ Ext \_\_\_\_\_ Email Address \_\_\_\_\_

Applying As: (check one)

Integrator w/In House Monitoring     Integrator w/Contract Monitoring     Contract Monitoring Provider

## Law Enforcement Agency Information:

Your law enforcement or false alarm reduction unit contact in the above jurisdiction:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Agency Name: \_\_\_\_\_

Phone No.: ( ) \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

## General Information:

Is the installation company licensed to do business in the above jurisdiction? YES \_\_\_ NO \_\_\_

Does the monitoring company meet all state and local requirements? YES \_\_\_ NO \_\_\_

Does either company have unresolved complaints with a consumer agency in the above jurisdiction (Better Business Bureau, Consumer Affairs Office, Attorney General, etc.)? YES \_\_\_ NO \_\_\_

## Documentation Required:

Sufficient documentation must be submitted, which fully describes your alarm management program, its basic components and its successes. Please refer to the *PDQ Award Submissions Checklist* as well as *the PDQ Judging Criteria* for a complete description of each area that will be judged. By signing this application you attest to accuracy of the material submitted (PDF is the accepted method for application)

Application completed by:

Signed name and title \_\_\_\_\_ Date \_\_\_\_\_

**APPLICATION BY PDF FILE MUST BE SUBMITTED BY: APRIL 30th 2020**

Email : Stan Martin stan@siacinc.org  
13541 Stanmere Dr ~ Frisco, TX 75035 ~ Phone: 972-377-9401



# SUBMISSION GUIDELINES

All submittals should be in PDF format. Each of requirements 1-5 should be separate pages and pages should be numbered.

1. Completed Application (Separate document)
2. Alarm Factor (provide the numbers used to reach your com
3. Letter from law enforcement agency
4. Association Involvement
5. If providing an essay include here, if you are not providing an essay include a blank page labeled no essay.
6. List all activities with an explanation that make your case for the PDQ award. These do not have to be individual pages. If any of this content is backed by documents in your Appendix make certain to note that in your narrative.

There is no minimum or maximum content requirement. It is up to you.

## Appendix

The purpose of the Appendix is for your specific documents or literature that detail dispatch reduction efforts. These should be boldly numbered individually and these numbers noted in your responses to item 6 above. *An example might be a check list documenting customer training signed by the customer.*

## DETAILS ON REQUIRED INFORMATION:

### 2. Alarm Factor (Extremely Important)

The alarm factor identifies a company's overall effectiveness at addressing alarm conditions that require a dispatch request of police and fire. There are only two statistics that are required to determine your alarm factor. First you need to know how many customers you have and then you need to know how many dispatches were made to those customers.

Once you have these two numbers you divide the number of dispatches by the number of customers and that number is your dispatch factor. So if you have 1,000 customers and 1,000 customers your factor would be 1.0, or an average of 1 dispatch per customer per year. If you had 500 dispatches and 1,000 customers your factor would be .5 and so on.

Typically residential systems will have a significantly lower rate than commercial systems. You are encouraged to break down these statistics and list both categories separately.

### 3. Law Enforcement Letter

Time has shown us that the most effective programs involve an open and cooperative relationship with law enforcement. This relationship is typically with an alarm coordinator or ordinance manager and you need to have a letter supporting your reduction efforts.

***From past experience obtaining this letter can be a very lengthy and difficult process to obtain. It is highly recommended that you start this process very early in your application.***

#### **4. Association/Industry Involvement:**

Applicants should be invested in their industry and history has shown that the best way to accomplish this is by participation in at least one industry association. This can range from local or state associations to the national associations. Please list all associations where you are currently a member. Optionally feel free to list any offices held as well as any committee involvement. These should include the name of the individual office/ committee involvement as well as the years served. *Not required but important is involvement in any law enforcement associations or working groups.*

#### **5. Essay:**

An essay (up to 600 words) that describes your company's overall commitment to dispatch reduction. Essays should be limited to 600 words. Consider the aforementioned required and recommended information, along with anything your organization is doing to combat false dispatches and more effectively manage alarms.

#### **6. Other Activities (Optional) - Examples of Efforts to Reduce Dispatch Requests that previous winners employed:**

- **Enhanced Call Confirmation (ECC), Formerly Enhanced Call Verification, (ECV).** ECC is required in many if not most alarm ordinances. This is the process by which at last two calls to two different numbers are made to confirm the need for a police response.
- **Enhanced Call Verification (ECV)** At the request of law enforcement in 2017 ECV became associated with enhanced technologies such as video and audio which report additional information that establishes a higher probability that an incident where a crime has been, is being or about to be committed.
- **"Dirty Dozen"** Any process that you apply to identify chronic abusers and what solutions you use to correct the behavior or service issues causing the dispatches. This was labeled Dirty Dozen to encourage all companies to identify and deal with these chronic abusers. The process is any ongoing effort that every company should conform to. Once started your worst systems could have as many as scores of dispatches. Some dealers have enhanced this process by working cooperatively with law enforcement where letters or even co-visits to the alarm site with law enforcement.
- **Dedicated service technicians,** one previous PDQ winner utilized... who deal only with chronic abusers. These technicians have the authority to replace equipment or conduct expanded user training.
- **End User Training:** Creating an enhanced end user training program using materials detailing the training process which upon completion the customer is required to sign. All technicians are required to complete training in an organized method demonstrating the company's commitment to the process.
- **On-Line End User Training:** The Monitoring Association (TMA) and others have created on-line end user training. This is very effective for abusers but not necessarily a replacement by on-site training.
- **Customer Outreach:** A process is established by which all customers who have had an alarm trip, not just a dispatch, are contacted to establish as clearly as possible what caused the activation. This assists in determining what the actual cause of the alarm trip and scheduling training or service. This process applies a higher priority if the event resulted in a dispatch.

***Every successful effort the industry has identified as effective in dispatch reduction began with one company or one idea. If you have identified and employed an idea that delivers results please share it.***

**As a reminder the ultimate goal of the PDQ award is to recognize the best overall dispatch reduction effort in the country.**

**Good Luck**

**SUBMISSION DEADLINE - APRIL 30th, 2020**

***Email PDF to stan@siacinc.org***