



## HOW ICTS BALANCES SECURITY RISK AND CUSTOMER SERVICE

With almost 30 years' experience in the delivery of customer facing, front-line security service personnel to inform our conclusion, ICTS believes that compliant security and impeccable customer service are not mutually exclusive.

The majority of our employees represent the initial touch point between our clients and their customers. As such, they must act as ambassadors for each client and have the ability to communicate effectively and non-confrontationally whilst undertaking their security duties.

ICTS training focuses on positive engagement and provides our personnel with the knowledge and confidence required to observe and manage individuals, groups and crowds, addressing any areas which may be of concern.

With this goal, ICTS has developed many of its own training programmes, such as **DetAct**, which focus specifically on behaviour pattern recognition and de-escalation techniques. This advanced training, which utilises advanced profiling methods, cognitive engagement and cognitive loading, is also proven to deter surveillance, intelligence gathering and other criminal activities.

An added value of implementing this method of approach is a noticeable improvement in customer service levels, as training personnel to be more pro-active in this way also encourages them to interact more with those with whom they come into contact.

To reinforce our customer service approach, ICTS utilises its '**Above and Beyond**' customer service training programme and, from 2016, all Supervisor-level personnel and above will undertake 'First- Impressions' & 'Service-Management' (comprehensive and advanced customer service training packages designed specifically for supervisory and management personnel), which will be delivered by ICTS in partnership with **the Institute of Customer Services**.

"Employees are able to draw on this training to ensure that the behaviour of those they interact with is appropriate, and take the relevant action (where required) in a discreet manner which does not compromise the integrity of customer service levels" says **Gary Benwell**, *Head of Operations - Corporate & Public Sector Security Services, ICTS UK*.



ICTS Business Assurance department is responsible for the audit and review of operational practices, and maintains the quality of procedures in place, in terms of security compliance and customer service. This includes regular 'secret shopper' surveys, in order to ensure ongoing adherence to agreed policies, procedures and prescribed customer service levels. These audits enable ICTS management to identify any potential weaknesses, or areas where the perception of service is below the standards expected and deliver retraining as appropriate.

### **How is your organisation balancing Security Risk and Customer Service?**

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