

Monitronics Wins 2014 American Business Award for Support Department of the Year

FOR IMMEDIATE RELEASE

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[Monitronics'](#) Customer Experience Department has won a **Bronze [American Business Award](#)** for Support Department of the Year at the 12th annual awards banquet held June 13, 2014 at the Fairmont Millennium Park Hotel in Chicago, Illinois. The prestigious award honors and generates public recognition for the achievements and positive contributions the participating organizations provide worldwide.

Competing with a record 3,300 award nominations and organizations ranging from virtually every size and every industry, Monitronics was selected for award placement by nine specialized judging committees involving more than 280 executives.

Taking a pivotal role in enabling the organization to consistently deliver exceptional alarm monitoring service to over 1 million homes and businesses, the Customer Experience team involves the four key disciplines of Data Integrity, Process and System Analysis, Customer Communications and Customer Relationship Management (CRM).

The combined efforts of these resources provide a framework for a truly seamless customer interaction strategy. Managing data validation to maintain accurate data as well as leveraging continual data-mining efforts that help anticipate customer pain-points, executing appropriate and timely outbound communication campaigns that address those pain-points, and utilizing a dynamic concierge-like CRM service that allows for a personalized outreach program, allows the team to collectively deliver a superior level service in a highly regulated environment.

Through continuous process review, documentation and preemptive data analysis, the team is able to take an end-to-end view of the customer and influence the quality of customer interactions throughout any part of the organization. This enables the team to not only align the proper customer interactions without operational limitations but also effectively execute against the planned strategy that will ultimately reduce customer attrition.

“We’ve been given the opportunity to be the customer’s advocate and really represent their best interest throughout the entire organization,” said Andrew Million, Sr. Manager of Customer Experience and Administration at Monitronics. “Our challenge is defining efficient processes that

streamline customer interactions without creating internal operational barriers. We are constantly analyzing different elements of the business and asking ourselves ‘How can we be easier to do business with?’”.

With a team comprised of less than 15 people, the Customer Experience Department is one of the strongest and most functionally diverse in both the organization and the industry.

About Monitronics International, Inc.

A subsidiary of Ascent Capital Group, Inc., Monitronics is one of the nation’s largest and fastest-growing security alarm monitoring companies. Headquartered in Dallas, Texas, it provides monitored home and business security system services to over 1 million residential customers and commercial clients through its network of independent Authorized Dealers in the U.S., Canada and Puerto Rico.