

**Voice of the Customer Feedback Collection Tool**  
**REQUEST FOR PROPOSAL**  
**9/1/2013**

Monitronics International is the nation's second-largest residential security provider. We deliver award-winning alarm monitoring service to over 1 million homes and businesses 24 hours a day, 365 days a year.

Monitronics purchases accounts from our network of installing dealers, and as part of the purchasing process, we audit accounts with a phone survey to ensure the highest quality of standards are met. Currently, that survey confirms several account details as part of the new account audit (page 2). In continuing that standard of excellence, we also attempt a 'post-service call' audit, focused primarily on discovering whether or not the alarm system in question is now working (page 2). We want the ability to continue collecting this information at a more cost effective threshold, while expanding the program to encompass:

- Establishing our company as a recognized leader in customer service and support, validated through Customer Experience awards and alarm monitoring industry recognition
- Leveraging Net Promoter Score and customer referrals to drive organizational process improvements
- Create a customer-centric culture that's driven by metrics and customer feedback
- Decrease manual effort required for account audit submissions for purchase
- Distribute customer feedback at a dealer and agent level in real-time through an automated solution

Monitronics is seeking proposals for methodology, reporting, and analysis of new and existing customer and dealer account feedback channels to achieve the above stated objectives. Monitronics has identified a lack of analytics and feedback collection from the current process. Please include the following in your proposal:

- How your product can clearly provide result by achieving the above stated objectives
- Analysis plan
- Project timing
- Cost, including key assumptions
- Relevant experience in providing analysis of customer feedback and comments
- Technical resources and system requirements needed
- Level of compatibility and integration of Salesforce.com collected data
- Detailed hard and soft savings ROI with assumptions

Please specify your methodology in detail as well as what statistical procedures you will use in your analysis. We do require a quantitative analysis.

Please contact me with your questions at any time. Proposals are due on September 24th 2013, by 5:00 p.m. CST.

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New account audit questions:

1. We have the account under \_\_\_\_\_ (name)
2. We have \_\_\_\_\_ (phone number) listed as your primary phone number. Is that correct?
3. And the address is \_\_\_\_\_ (verify physical address and make any corrections)
4. Is the mailing address the same?
5. Is the system located in a business or a residence?
6. Do you own the home or do you rent?
7. I show you signed a \_\_\_\_\_ month agreement, is that correct?
8. Were you under contract with any other monitoring company at the time you signed this agreement?
9. May I ask the reason you decided to make the change?
10. Do you feel you were properly instructed on how to use the system?
11. Overall are you satisfied with the alarm system and installation? (Select yes or no)

Post-Service call audit questions:

1. Did our technician arrive as scheduled?
2. Next, is your alarm system working properly?
3. Finally, would you use this technician again in the future?