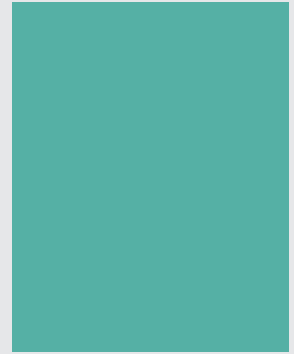
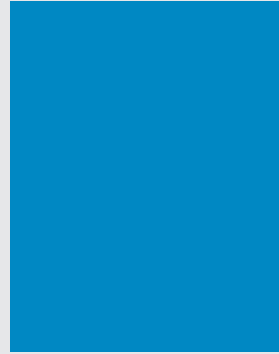


# Case Study

Commercial Office Building



NAI Brannen



*Responsive, top-notch customer service makes a difference.*

## Challenge

**Alpharetta, Georgia's Royal Center is a multi-building campus of Class A office space about 30 minutes north of downtown Atlanta managed by NAI Brannen. Securitas is on duty at three of these buildings - encompassing approximately 8,000 square feet. "These properties aren't typical in that we have large tenants with large floor plans," notes Peggy Dinsmore, the onsite Property Manager.**

Located in a relatively affluent area, security officers double as building ambassadors and must set the proper tone to be both welcoming to tenants and guests and serve as a deterrent for crime. Officers also must have the ability to navigate the difference between being friendly and over-familiar. "There is a fine line between being professional and being way too involved in what's happening with the tenants," Dinsmore says. Traditional security challenges at the site focus on access control, keeping out office creepers, preventing theft, and enhancing tenant safety.

## Solutions

Securitas USA and NAI Brannen have worked closely to specifically tailor officers' post orders and protocols to fit this custom security need. This includes:

### **A Combination of On-site Officers and Mobile Guarding**

Physical security is on duty from 7am to 11pm; [Securitas Mobile Guarding](#) covers evenings and weekends. Additional on-site officers are available at a moment's notice, and Dinsmore has used this resource to cover construction, repairs and unexpected circumstances.

## Careful Hiring

Dinsmore personally meets with each officer candidate to help ensure the right fit. Finding personalities that are friendly and outgoing while still remaining professional is a priority. Officers are expected to show instantaneous judgement and discernment when screening visitors, while being vigilant toward traditional security duties such as access control.

## Providing Concierge-Inspired Service

Officers provide personal touches such as holding doors, walking tenants to their cars, and understanding the different cultures and expectations of not just NAI Brannen, but also each of the buildings' tenants. Securitas USA officers are dressed in what's called the "soft look" - the blazer, tie and white dress shirt to evoke a more business-focused atmosphere.

## Preventive Security Services

The local branch office produces regular Spotlight Bulletins and onsite tenant training for both safety drills and to mitigate the risk of workplace violence.

## Results

There are two ways Peggy Dinsmore measures success. "First, I don't have complaints from the tenants; and I've even heard some good things. Second, when I make a change in post orders, they understand and by the next day those changes are made.

Securitas has been very responsive to the changes that I've needed to do. We have good support through the branch manager and supervisor and I feel they are ready to address any problem."

Since Securitas has been on duty, there haven't been any safety issues or car break-ins. Mobile Guarding provides instantaneous reports that keep Dinsmore abreast of any security concerns or maintenance issues.

Dinsmore particularly appreciates knowing she can rely on Securitas USA for last minute changes or in an emergency. "Our branch manager is very responsive; he's very good and always able to help me out."

