



# CASE STUDY

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Employee disengagement and low customer satisfaction prohibited profitability at a busy central station.

The culprit? False alerts.

This paper examines how the central station increased three critical metrics to double customer growth within 18 months by deploying the right AI alert filtration.

# 750k

Monthly Alerts  
No AI

# 50k

Monthly Alerts  
With General AI

# 3,000

Monthly Alerts  
Using Camect

“We tested many AI products across the years in constant efforts to improve and offer the best possible service. Then we discovered Camect. It changed everything.”

RE:Sure Managing Director Jason Rosobough

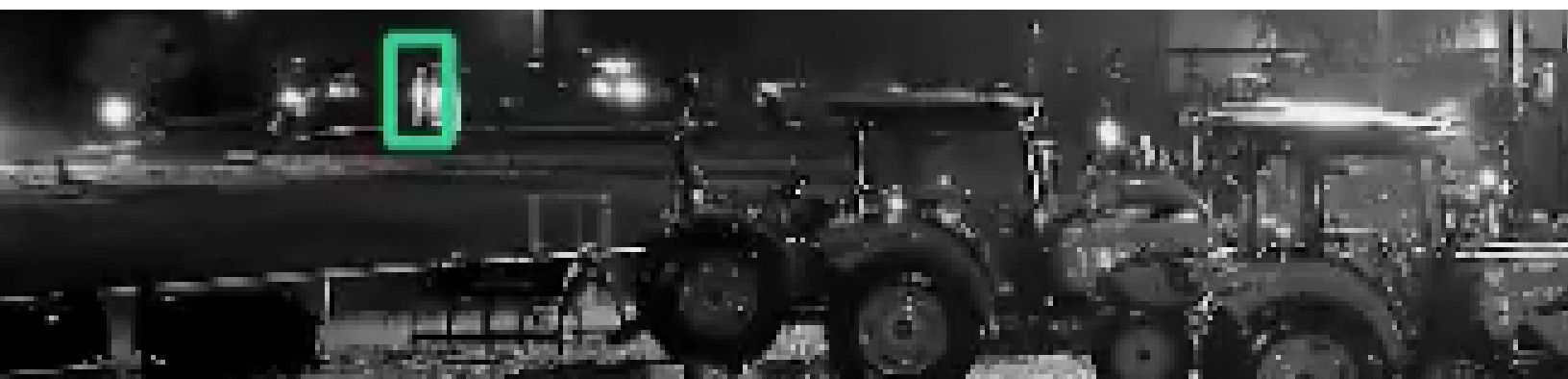
## PROBLEM

RE:SURE, a premiere monitoring station recognized for personalized, reliable service struggled with operational inefficiency due to unmanageably high false alerts and also poor detection capabilities. Daily productivity and profitability were bogged down by an overloaded customer service department, and rising overhead costs. Adopting AI technology to curb false alert volume seemed like a logical next step, but the chasm between trust and time was vast. Could it be trusted? How long would it take to learn a new system? Would it be complicated? And importantly, which AI solution was the right one for RE:SURE?

## SOLUTION

After exploring early AI detection solutions without meaningful success, the RE:SURE team came close to settling for “good enough”. But then they discovered Camect. The supreme intelligence within the AI algorithm of Camect provided unrivaled detection accuracy even in the most challenging environments. With staff able to focus solely on real events, their job satisfaction increased, “Our team now has confidence and faith in the system. Giving a greater sense of reward and excitement to the role.” Missed alerts became a thing of the past, customers were happier complaints went down and profitability went up.

 camect



# RESULTS

- Over doubled new customer growth within 18 months
  - Measurable increase in customer satisfaction
  - Self-reported spike in employee engagement
  - No increase in overhead margin due to right-sized work workload
  - Substantial operational efficiency leading to measurable savings
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- Reduced 750,000 total alerts to 3,000 alerts per month
  - Nearly all 3,000 monthly alerts were deemed real alerts
  - Few if any were considered “false”

The Camect Smart Camera Hub solution proved universally successful at reversing the root of RE:SURE’s operational troubles, the company now incorporates the service for all applicable new and existing systems.

# CONCLUSION

When deployed as a security alert solution, the Camect Smart Camera Hub has proven to not only eliminate false alerts but also clear away the costly, exhausting operational inefficiency they cause. Applying Camect to all possible accounts is shown to elevate an organization (including but not limited to central stations, security dealers, and command centers) from the inside out. Beginning with improving employee engagement, Camect revitalizes a disengaged workforce by contributing to an environment rich with the important work of responding to only real alerts, no false alerts - even in storms. This in turn enables better customer service and experience reflected by robust customer referrals, stickiness, and positive company reviews. Less employee churn, fewer customer complaints, and robust new customer growth allow time and money to flow into the business, without driving up overhead. Camect is the most cost-effective, affordable, reliable, accurate, and easy-to-use security camera alert filtration and detection solution in the market today.

## EXECUTIVE SUMMARY

Founded in 2007, and based in Northern Ireland, RE:SURE offers a unique brand of premiere security monitoring service to clients in the UK and Ireland. “At RE:SURE, we strive to provide a new level of security for our end users and peace of mind for our installation partners.” says Managing Director, Jason Rosborough. RE:SURE serves a customer base ranging from high net-worth residences to farms, car dealerships, manufacturing plants, construction sites, storage yards, and more.

Through experience, RE:SURE identified inefficiencies that in time could potentially impact their best-in-class response times. Internal surveys and feedback revealed employees were beginning to feel overwhelmed by false alerts. RE:SURE was taking in nearly 750,000 alerts per month, with over 99% rendered false as caused by non-events such as bugs, weather, animals, etc. This was putting immense strain at the core of the business, their front-line security monitoring staff. “On nights when the weather was bad, the false alarms were constant and relentless.” shared Control Centre Supervisor, Daniel Cassidy. The dissatisfaction as a result of false alert volume put RE:SURE at risk of low employee morale. Something had to be done.

Finding the right AI solution required a lot of patience and persistence, “We tried and tested many different products across the years in constant efforts to improve and offer the best possible service.” After thorough market research, RE:SURE arrived at a solution they deemed “good enough”. It wasn’t perfect but it was able to reduce alert volume from over 750,000 per month down to just 50,000 per month. However, after several months it became evident that the false alert volume was still too high to have reversed the underlying problems they caused. Customer service wasn’t flawless, and staff were still frustrated. “Most of our job was still spent closing down false alarms, causing a build-up in the alarm queue and giving us less time to spend dealing with genuine events.” shared Cassidy. They had hoped the AI solution would alleviate known problems and finally enable them to focus on growing the company. They agreed there was no point in bringing in more business just to add to the problems the AI hadn’t resolved.

What Rosborough and team realized through this experience was that like human intelligence, not all artificial intelligence is created equal. This sent their decision-makers out to find the most intelligent device in the market. Fortunately, during this time, a newer solution hit the market with rave reviews. And that is when they discovered Camect.

The US-based software is designed to not only know what an object is but also what it is not which eliminates false positives. Camect also continuously learns user preferences and refines its detection knowledge. The superior intelligence behind Camect has placed the Camect Smart Camera Hub as the leader in alert detection with near 100% detection accuracy and a near-complete elimination of false alerts. Once RE:SURE switched to Camect the previous alert volume of 50,000 with the competing AI solution was reduced to just 3,000 alerts per month. The system brought extreme and immediate relief to the monitoring staff. “Our team now has confidence and faith in the system. Giving a greater sense of reward and excitement to the role,” says Cassidy. Additionally, Camect installation is simple, shares Andrew an installer from Sonata Security, “Camect is very easy to set up. Following plug-in, a few simple steps are required, with RE:SURE doing the rest. It’s so easy for us and saves us masses of time.” In under two years, with Camect now installed on almost every RE:SURE account, the company has more than doubled its business volume. As Rosborough explains, the ratio between monitoring staff and alert volume was finally right-sized for the team. Rosborough says “Business growth has come from service. ‘Real events’ are the only thing the operators see. The customer only gets the proper service, no shortcuts, and the operator isn’t under strain because the system is efficient.”

Learn more at [Camect.com](https://camect.com)