

TRACKTIK

## CASE STUDY:

How TrackTik Became  
a Partner in Growth  
for Champion  
National Security



# Champion Security: Upwards and Mobile

Champion has always put customers first throughout the years. They have continued to remain close to their grassroots heritage and service-oriented business model. This unique management structure was built with security professionals who have helped to construct the company from the ground up. Champion's approach is to provide multiple points of customer contact (at both local and corporate levels) in order to provide proactive solutions.

Champion had their sights on continued growth and expansion. **Jason Carroll, President of Champion**, knew he wanted to "become the largest privately-held security services provider in America" while, "maintaining the reputation of caring for our employees and providing service better than anyone else."



*"TrackTik allows us to offer accountability to our clients. Which is very crucial in our industry."  
- Jason Carroll, President*



Carroll has a personal and vested interest in the firm: its management was passed on to him by his father who started Champion, 37 years ago. Since its inception, here is what the firm has been consistency focused on:

- Improving response times to be quicker and more effective than competitors
- Delivering stellar flexibility that meets customers' needs
- Fostering a healthy organizational culture and shared goals

Champion prides itself on being one of the leading competitors in the sector while maintaining, "the 'mom & pop' relationship and service delivery of a smaller company".

For decades, Champion has enjoyed steady growth based on this unique and robust reputation.

# Goals & Challenges: The Case for Integrated Solutions

Currently the largest privately held security company in Texas, Champion aims to be one of the top five in the US. To achieve this, management needed to ensure that they grew smart and attracted the right customers.

These larger clients are extremely focused on accountability and visibility. Thus, in order to achieve the growth desired, there would have to be some operational restructuring that facilitated this.

Before partnering with TrackTik, it had been difficult to find a platform that could handle some of the most time-intensive aspects of the company's operations. According to Malec Jabr, Champion's South Central Regional Manager, scheduling was a difficult and tedious task open to human error.

Likewise, it had been a challenge to provide actionable insights to customers due to a lack of automated and integrated processes.

So where did they begin?



## A Service Partnership with a Custom Strategy

Carroll admits that there were other competitors on the shortlist of possible solutions. But the technical architecture, performance and flexibility of TrackTik far outpaced them. Being able to connect frontline and back-office functions on a web-based application was another selling point that outclassed the competition.

"[Without TrackTik] we would feel like we were in the stone-age", admits Carroll. Before TrackTik, all levels of management and operations agreed that their processes were in need of better support. It meant there was a clear mission to acquire a custom solution that would give a positive boost to Champion's growth trajectory.

According to Carroll, the decision to choose TrackTik was based on several factors:

- Modern technology - adaptable, web-based application
- Polished user experience - Easy to use and visually appealing
- Intuitive functionality - simple to master UI
- Future proof - flexible and able to cover "A-Z" of operations

The company has joined the ranks of other industry leaders in using TrackTik's platform to manage operations from "A to Z". The Security Operations suite provides frontline staff with customized guidance and support, making it easier to manage and track activities and facilitates reporting. With the Back-office modules, Champion is able to push data directly from frontline operations to invoicing and payroll preparation, making it easier to monitor profitability and ensure accuracy.

## Insights & Analytics

With TrackTik, Champion has been able to continue "delivering service at the highest level possible" and "be as lean as possible", according to Carroll.

Since September 2016, Champion has enjoyed the benefits of the future-proof, cloud-based platform. Overtime expenditure is down 22% and the firm's year-over-year growth is at a healthy 25%. Likewise, Champion's largest client is initiating a 200 TrackTik enabled, device roll out as a result of TrackTik's demonstrated performance. Jabr was impressed by the real-time reporting that was immediately available to staff once TrackTik was integrated.

Lastly, the firm's 24/7 command center has become more efficient, and is now a true 'command center' in every sense of the word: with the capability to access real-time reporting and guard management data and run integrated back-office processes.

Overtime expenditure is down 22% and the firm's year-over-year growth is at a healthy 25%.

Frontline operations have become more transparent and accountable thanks to the real-time and historical data available. At the same time, efficiency has improved with scheduling automation helping to reduce manual tasks and cutting unnecessary overtime expenditure significantly. Mobile tools allow real-time task collaboration, connecting guards and management.

As for TrackTik's support and development partnership, Jason has only rave reviews about the Client Success team that has helped to implement these new processes. Champion attests to the feeling of being partners with TrackTik in contrast with the traditional, limited vendor relationship. The shared focus on Champion's success is reflected in the level of service received. By being attentive, supportive and agile, TrackTik has delivered the consistency and transparency that Champion aimed for. The company now has all the tools needed to move onwards and upwards.

All levels of management agree that TrackTik is going to be a significant lever for growth and deliver a competitive advantage as Champion continues on its mission to dominate the market.

# Providing Efficiency to All Levels of Management



Jason Carroll - President

*"From an analytics perspective, I need my data NOW: Internally TrackTik solves a lot of problems for me. But it also solves problems for my customers."*

- ▶ Accountability to clients
- ▶ Access to historical data
- ▶ Show metrics and analytics, trends
- ▶ Drive proactive behaviours with officers
- ▶ Repeatable processes



Malec Jabr - Regional Manager

*"TrackTik has added value to our business. It shows our customers that we are reliable and able to provide more visibility."*

- ▶ Reliability
- ▶ Visibility
- ▶ Real-time reporting
- ▶ Guard accountability

## ABOUT TRACKTIK

At TrackTik, we've been shaking up security since 2013. Thinking that there must be a better way, we've been bringing the power of data, analytics and automation to security operations management worldwide. Located in Montreal's exciting Plateau neighborhood, we serve the best the city has to offer in terms of tech savoir faire, creativity and disruptive thinking.

## CONTACT US

US: +1 888 454.5606

CA: +1 514 312.2870

UK: +44 808 178 5442

demo@tracktik.com

## CONNECT WITH US



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