Pye-Barker

WeSuite
Growing Sales Strong

Shantel Summers: Director of Admin Operations (Alarm Division)
Location: Headquartered in Alpharetta, GA, with over 200 locations in 40 states
Description: National provider of fire protection, life safety, and security services.

Optimizing the Customer Experience with Help from WeSuite

Shantel Summers is the Director of Admin Operations for the Alarm Division of Pye-Barker, one of the most respected brands in the fire, life safety, and security industry. Founded in 1946 in Atlanta, GA, Pye-Barker has grown to over 200 locations across the United States through strategic acquisitions of dozens of successful local and regional companies, including the 2021 purchase of Mountain Alarm.

With the addition of Mountain Alarm, Pye-Barker gained more than the company's approximately 85,000 customers. **It also discovered WeSuite – a sales estimating, management, and automation tool with features and functionality specific to the electronic security and fire industry**. At Mountain Alarm, Shantel was responsible for the Customer Experience, where she relied heavily on WeSuite's WeOpportunity and WeEstimate to optimize all customer-facing interactions. Today, she manages the platform to support the alarm division of Pye-Barker, which encompasses more than one quarter of the company's locations.

Following is the story of how WeSuite helped grow Mountain Alarm's business and how it now delivers tremendous value to Pye-Barker's alarm division.

Mountain Alarm Needed:

A centralized lead management system	Automated professional proposal generation for multiple business brands	Sharing and signing of digital documents and contracts	Elimination of redundant data entry

> ## "It's really easy to create a professional proposal with WeSuite.

No More Sticky Notes

"As Mountain Alarm grew from one location in Ogden, Utah, to 14 locations spread across seven states, its business structure changed. Calls used to go to our branch offices, and whoever answered the phone would be responsible for passing leads over to the salesperson there. They'd just write the lead on a sticky note. We had accounting software in place that we used to manage specific customer interfacing tasks like scheduling service and keeping notes on accounts, but the solution wasn't designed for lead tracking.

I saw WeOpportunity at a conference, and it seemed like a tool we could use. We began using WeEstimate to handle quoting and WeOpportunity for leads. Between the two, we had an all-encompassing, seamless sales solution."

Looking the Part

"Mountain Alarm is a highly professional organization that has been in business for a long time, but our proposals weren't setting us apart from our competitors. As superficial as it may seem, the aesthetics of proposals matter. They represent our brand and affect how customers perceive us.

It's really easy to create a professional proposal with WeSuite. Salespeople can be up and running with just an hour or so of training, and they can figure out the rest themselves. The software allows for plenty of customization. They can build a very detailed scope of work so the customer knows precisely what they are signing for, and the operations team and technicians know exactly what the customer expects them to get done. Salespeople can upload pictures, maps, and notes that keep everyone on the same page and clarify communications. The software bridges the gap between the customer, the sales team, and operations.

As part of Pye-Barker, we present quotes under different company names depending on the location. In our legacy territory, we still go by Mountain Alarm. Elsewhere, we're Pye-Barker or Pye-Barker|Mountain Alarm. We have multiple proposal templates available for use, and we can drop in various logos and automatically create documents for the respective brands. We can also accommodate how some customers, like those in government, specifically require us to format labor and other elements within our quotes.

Most importantly, WeSuite allows us to make sure that quoting is consistent across the board. We want the customer's experience to be the same, whether they're in California or New York. When everyone quotes the same, it's easier to talk to customers. It presents our company and our products as a more quality offering."

Making it Easy

"With WeSuite, a salesperson can build and present a quote to a customer within 5 to 10 minutes, whereas before, it could take up to a half-hour. The time savings are even more significant with larger projects. We can also get contracts signed and returned quicker, thanks to WeSuite's integration with DocuSign.

> ## *WeSuite allows us to ensure that quoting is consistent across the board. We want the customer's experience to be the same, whether they're in California or New York."*

We used to send a PDF of our proposals to customers, and they would have to print them out, sign them, and then figure out how to get them back to us, either by fax or scanning and emailing them. Sometimes, a salesperson would go over to the customer's office to pick them up. The process was not technologically up-to-date, and we wanted to make it much easier for customers to do business with us.

WeSuite's integration with DocuSign allows us to send quotes and contracts with multiple documents in one packet to the customer, and they can pull it up on their mobile device or laptop and sign it electronically. Everything automatically gets returned to us, and we can proceed right away with getting the job set up for installation.

Eliminating Errors

"One of the biggest game-changers for our business, in terms of simplifying our processes and saving time, was the integration between WeSuite and our accounting and scheduling software. What would typically take 45 minutes – to set up a new customer, create a job, and get the information into the system so that the operations team can do their part – only takes a couple of minutes.

WeSuite can export directly to SedonaOffice, turning 45 minutes of manual data entry time into a few simple clicks. It also eliminated opportunities for mistakes or inconsistencies to be manually entered into our database. Plus, our sales team always has the most current pricing, as WeSuite pulls it from SedonaOffice in real time when building a quote.

Pye-Barker's alarm division now has over 55 locations throughout the country, and *WeEstimate gives us control of the quality of information shared across our organization.*

The information we're gathering from quotes gets to our operations team efficiently. Nothing gets lost in translation. Our parts, our notes, our paperwork; it all gets passed along accurately, positively impacting the overall customer experience."

Shared Values

Pye-Barker's management vows to honor the legacies of the companies it acquires, creating a family of trusted brands that share key values.

"Like the other companies under the Pye-Barker umbrella, Mountain Alarm has always been a customer-centric company that prioritizes trust, respect, and commitment. *WeSuite makes it as easy as possible to do business with our customers so that they value their relationships with us.*

We could use many products besides WeSuite, but we wouldn't have the same relationship with them, and they wouldn't understand our business as well. That's what has been most integral to our success. Our relationship with the WeSuite team has made us successful in using its solutions and leveraging the software to grow our business. They're great to work with!"

WeSuite
Growing Sales Strong

🌐 www.WeSuite.com

✉ info@wesuite.com
wesupport@wesuite.com

📍 155 Lafayette Avenue
White Plains, New York 10603

Scan code to see
our other case studies