

# ACN Security in partnership with



## Market & Product Overview

# Overview

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UK Verisure Market



2

Process / platform



3

Target audience



4

Product & Offer



5

Why Verisure?

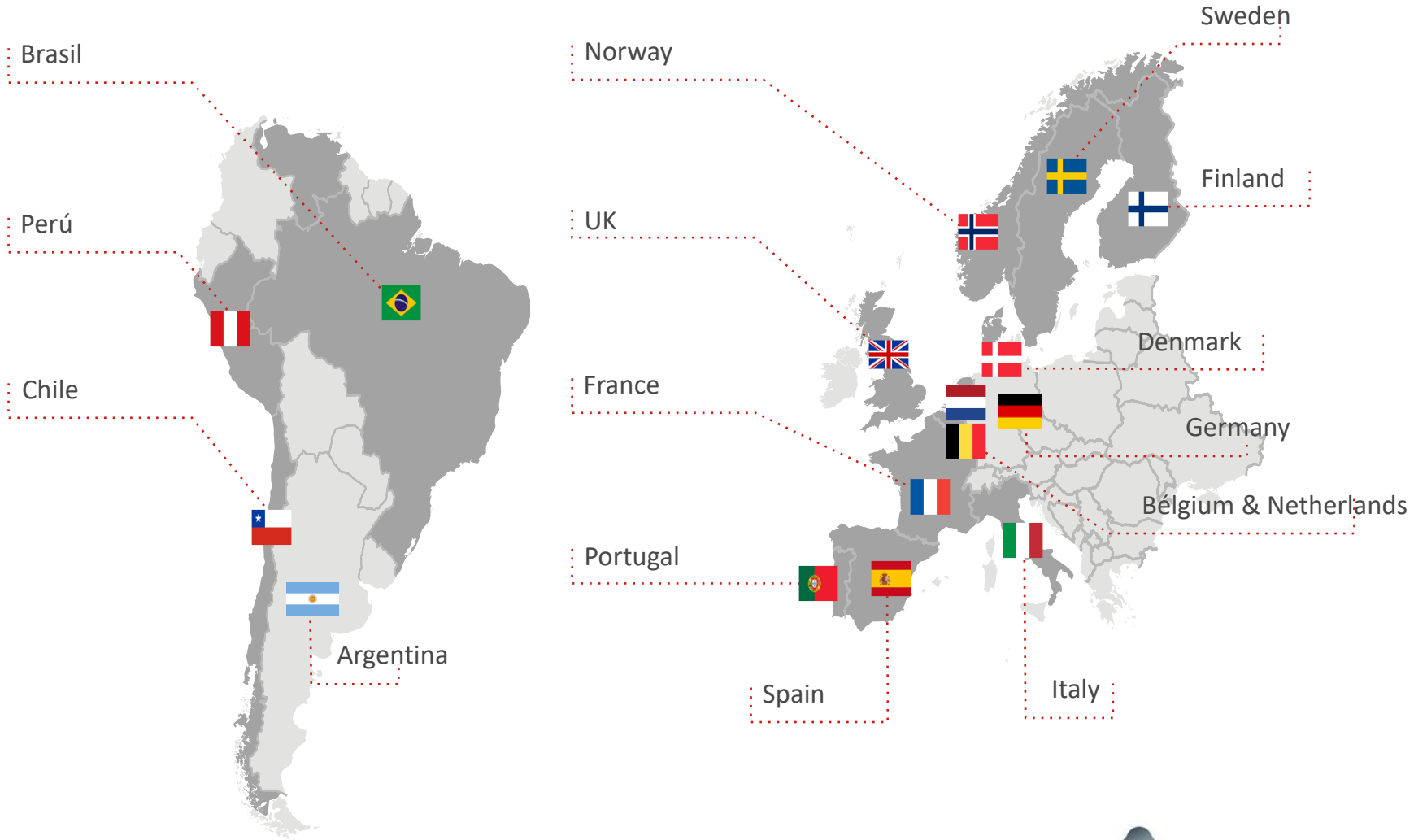


## Who is Verisure?

- Verisure is an international provider of security services and products, with over 30 years experience, serving 3 million customers in 16 countries
- Verisure is the market leader in the Europe.
- Verisure core values are high customer satisfaction and product innovation.
- The average Verisure customer stays with the company for over 10 years.
- Here in the UK we have been actively selling since 2014.



# Verisure Group



# Verisure Group



**#1** provider of professionally monitored security solutions in Europe

**16** Countries in Europe & Latin America

**1** new customer every **20** seconds

Over **18,000** colleagues

Over **3,6 million** customers

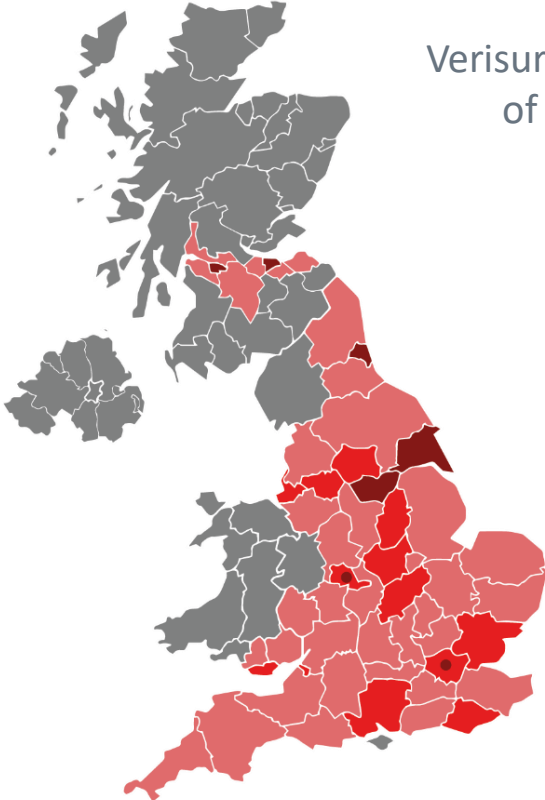
**Majority** shareholder  
Hellman & Friedman

You can recommend Verisure to customers in all these postcodes:

AL	DE	LU	NN	SP
B1 -98	DT3-11	M1	NP	SS
BA	DY	M1 - 25	NW	ST16-20
BD	E	M27	OL	SW
BH	EC	M28	OX	TA
BL	EH	M33	PE	TF (all but 9,10)
BN	EN	M34	PO	TN
BR	EX1-17	M35	PR	TS
BS	FK 1 - 13	M38	RG	TW
CB	G 1 -45	M40	RH	UB
CF	GU	M41	RM	W
CH	HA	M43	S	WA
CM	HP	M44-46	SE	WC
CO	IG	M50	SG	WD
CR	IP	M90	SK	WN
CT	KT	ME	SL	WR
CV	L	MK	SM	WS
CW	LE	N	SN	WV
DA	LS	NG	SO	

Verisure coverage is always expanding

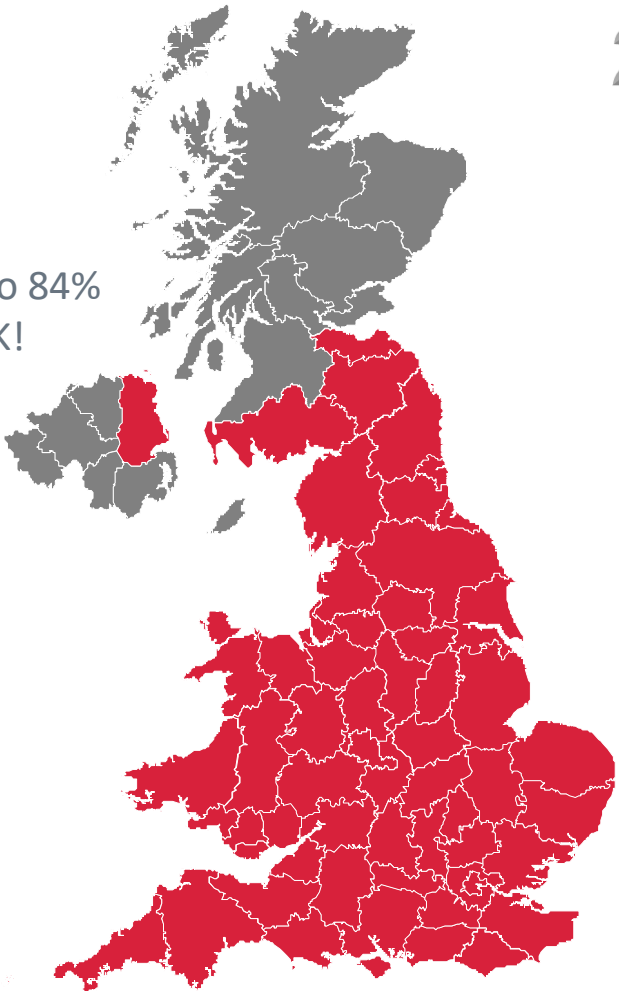
2018



Verisure is currently available to 84% of the population in the UK!



2019



# Web Platform ACN

## Form

[Home](#) / [Form](#)

### Seller Details

Date \*

ID Number \*

Seller Name \*

Telephone \*

Email \*

### Customer Details

Name \*

Name

Surname

Company Name

Business Register Number \*

Address \*

Address

Town

City

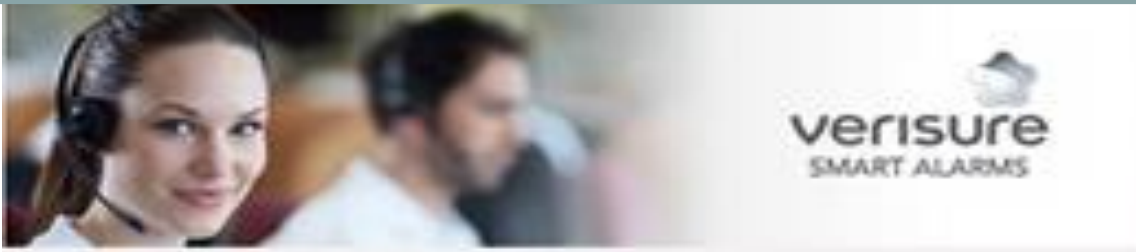
Post Code





## Improve sales conversions by calling the dedicated Hotline number

Just after lead submission, IBO should call the **ACN dedicated hotline** together with their customer to arrange an appointment **OR** to switch from their current monitored alarm provider



**PHONE NUMBER**

**02089876415**


**Phone number is attended during business hours (10:00 – 19:00) on weekdays.**

If for any reason the Verisure agent is not reachable or the customer can't talk immediately, Verisure will call the customer back the same day.

## Following up on pending orders

After several unsuccessful attempts to contact the customer via phone, all pending leads will be contacted by e-mail.

Verisure we will keep trying to contact your customer until we reach them. Your order prospect can also contact Verisure directly by responding to their e-mail and providing correct contact details.

 Send	To..	ACN Customer
	Cc..	
	Bcc..	
	Subject	Your ACN/ Verisure alarm order

Hi from Verisure UK,

We have tried to call you earlier today about your potential order which was placed with us by an ACN Independent Business Owner.

We will try and call you back shortly to discuss your requirements.

Please contact your ACN IBO or you can contact us directly by email.

Kind regards,

The Verisure team on behalf of ACN

# Target Audience

## TYPE OF HOME

- House
- Terraced house
- Flat

### Target residential :

Family, Men, Women between 35 – 55 years old .  
Home owner  
Medium / High income



## TYPE OF BUSINESS

- Shops
- Offices
- Small warehouses / units
- Boutiques, restaurants, bars, coffee shops, pubs, estate agents, dentists, clinics, veterinary surgeries, hairdressers and beauticians, etc



### Forbidden shops – do not promote Verisure to:


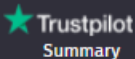

Banks, jewellers, supermarkets, industrial units, convenience shops, armouries, money exchange, betting shops, large hotels, storage units.installation over 1000 m2



# Existing Verisure Alarm kits



# Verisure offers exceptional products & best in class service

		ADT	YALE	CHUBB	
No Fixed Period Obligation Contract	✓	✗	✗	✗	
Protected Premises in Europe	+3.6 M	<1M	N/A	N/A	
<b>State of the Art Products</b>					
Dual Siren	✓	✗	✗	✗	
2 in 1 Door Contact & Shock Sensor	✓	✓	✗	✓	
Photo Detector	✓	✓	✓	✗	
Portable Control Panel	✓	✗	✗	✗	
<b>Supported by Innovative and Accredited Services</b>					
2-Way Voice Communication	✓	✗	✗	✗	
Smartphone Control	✓	✓ <small>(only available with smart packages)</small>	✓	✓ <small>(available with certain packages)</small>	
Professional Installation within 24h	✓	✗	✗	✗	
All Inclusive Maintenance <small>(including battery replacement at not extra charge)</small>	✓	✓ <small>only with 'all inclusive agreement' service level</small>	✗	✓ <small>(available with additional cost)</small>	
<b>With Intervention Capabilities</b>					
24h NSI Accredited Alarm Receiving Centre	✓	✓	✗	✗	
Monitoring Station Response Time <small>(in seconds)</small>	20s <sup>1</sup>	42s <sup>2</sup>	✗	✗	
24/7 Guard Response	✓	✓ <small>(optional with extra cost)</small>	✗	✗	
Innovative Smoke System	✓	✓ <small>(optional with extra cost)</small>	✗	✗	
<b>Trustpilot Summary</b>	 Source: uk.trustpilot.co.uk Data as of: 03/2021 No. of Verisure reviews: 8,133 / 4.6 No. of ADTs reviews: 9,065 / 4.5 No. of YALES reviews: 547 / 4.3 No. of CHUBBs reviews: 39 / 1.9	 EXCELLENT	EXCELLENT	EXCELLENT	POOR
	4.6	4.5	4.3	1.9	

# Why Verisure?



✓ 24h Alarm Receiving Centre



✓ Professional installation



✓ Alarm with Guard Response



✓ Complete control with My Verisure app



✓ Zero Vision fog barrier



✓ Personalised access control



✓ No fixed term agreement