



**INDUSTRY** Home security  
**WEBSITE** [brinkshome.com](https://brinkshome.com)  
**LOCATION** Dallas, Texas

# CX Transformation: Brinks Home™ Unlocks a 67% Reduction in Cost Per Contact While Boosting NPS by 90+ Points

Trusted by over a million Americans for home security, Brinks Home is a trusted leader among smart home security and alarm monitoring companies. The company continually innovates to meet growing customer expectations.

Faced with escalating call volumes and growing complexities in customer engagement, Brinks Home saw an opportunity to pivot towards digital transformation. By partnering with Quiq and our AI Studio platform, Brinks Home redefined its customer experience while drastically improving operational metrics.





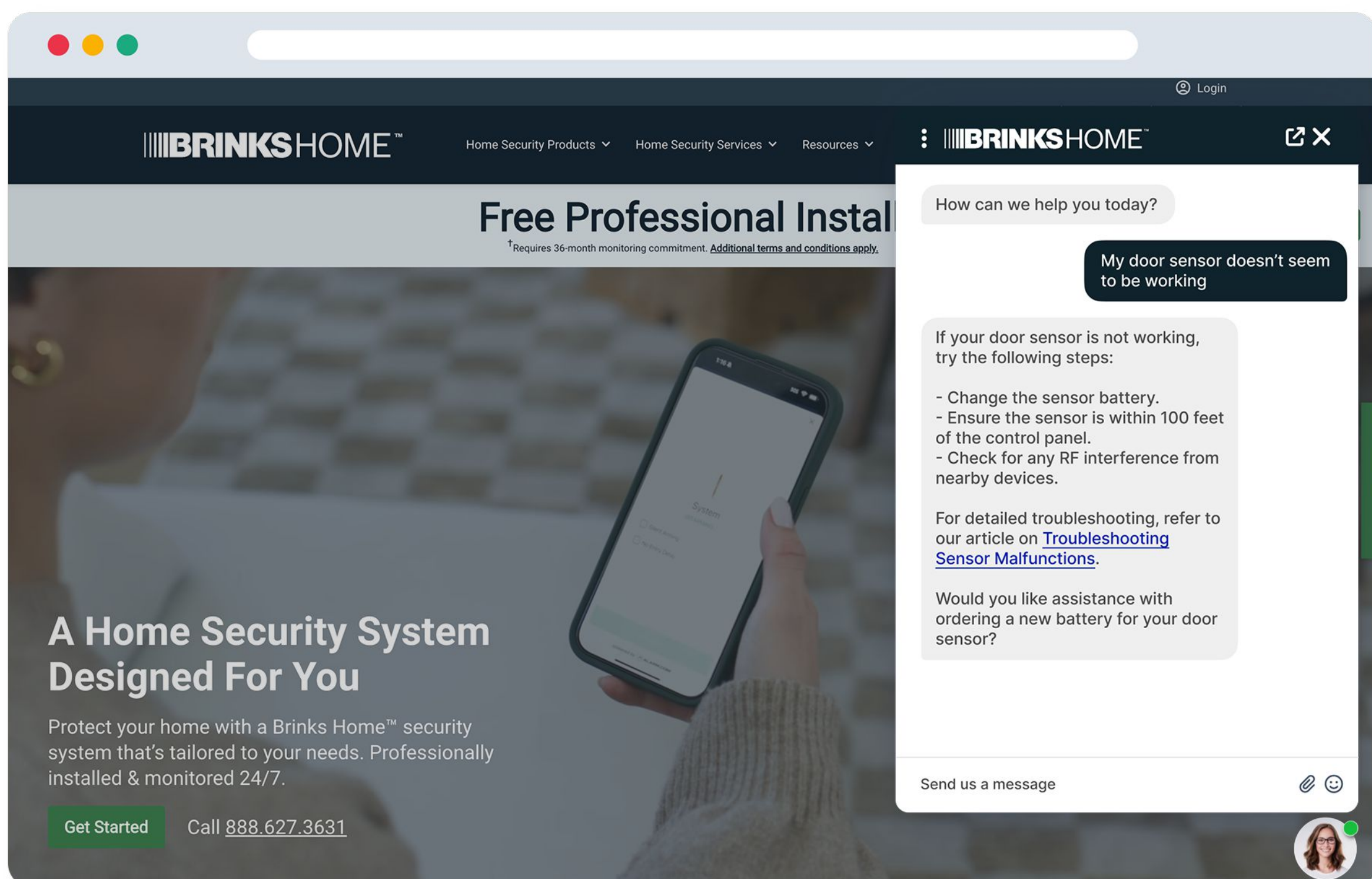
## Challenges

Three years ago, Brinks Home found itself at a crossroads. Traditional customer channels relied heavily on phone-based support, leading to inefficiencies and bottlenecks, especially during peak demand periods. Challenges included:

- **Inefficient workflows** due to reliance on reactive support models.
- **Limited digital engagement tools**, leading to underutilized self-service options.
- **Low Net Promoter Score (NPS)**. Brinks Home's digital channels had a negative NPS of -55 at the start of this transformation.
- **Agent burnout** caused by manual ticket escalations and unoptimized internal systems.
- **High operational costs**. Escalating customer service costs caused by high contact center dependency, redundant agent processes, and minimal automation.

"On a typical day, agents dealt with repetitive queries and threads, reaching up to 30 replies in Microsoft Teams. It was inefficient and morale-draining," recalls [Enes Podbicanin](#), Director of Digital and Agent Transformation.

Recognizing these challenges, Brinks Home's leadership invested in a comprehensive overhaul of customer experience (CX) systems.



## Solutions

Brinks Home identified Quiq as a crucial partner for rethinking its customer and employee support systems while enabling scalable innovation. Led by Senior Vice President and CIO, [Philip Kolterman](#), the Brinks Home team meticulously planned their transformation strategy, implementing the following solutions over three years:

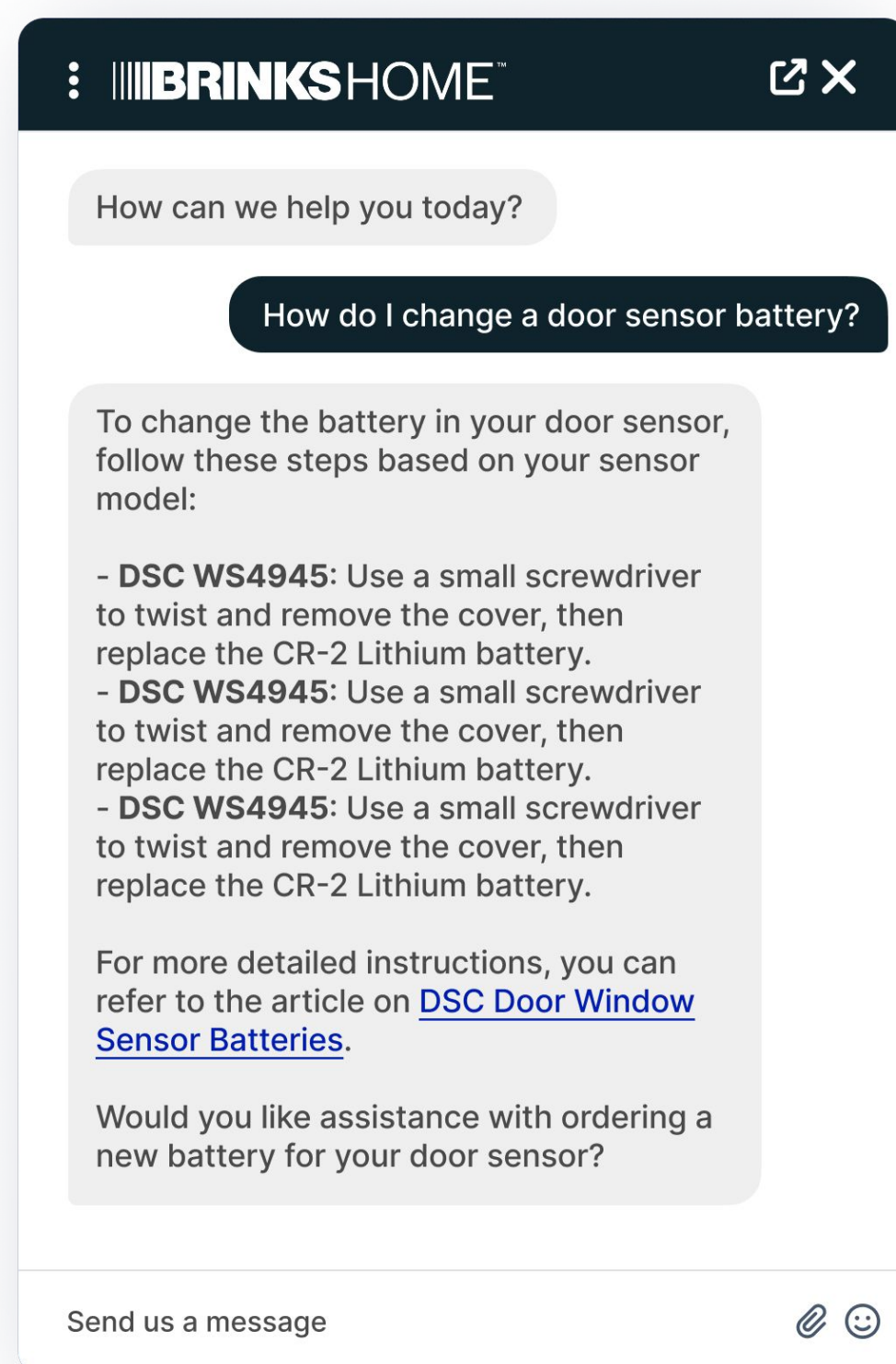
### 1 AI-powered digital customer journeys

By leveraging [Quiq's AI Studio](#) and robust APIs, Brinks Home rolled out cutting-edge self-service channels to reduce call volume and meet customers where they are. "AI Studio is a great tool and a natural extension of what Quiq had already built with the digital engagement agent console and previous generations of AI," Philip expresses. "It just makes all the sense in the world."

#### Key features implemented:

- **SMS Integration with payment automation:** "Our SMS-based 'Pay Now' feature allows customers to make payments simply by replying to a text. It's efficient and designed for users of all tech comfort levels," explains Director of Digital Customer Experience & Development, Brian Lunseth. "Anytime we can empower customers to self-serve and reduce the need for live agent support—by providing the right resource so they can take action themselves—that's where Quiq offers a variety of powerful tools to make it happen."
- **Sensor assistance:** Customers can now self-onboard new sensors—such as door and window devices—through AI-guided activation, removing the friction of manual panel setup.
- **Automated troubleshooting:** AI agents now handle routine customer interactions, such as battery replacements, insurance certificate requests, and service scheduling—freeing up human teams for more complex needs.

The design philosophy embraced asynchronous communication, shifting from traditional phone-based support to modern messaging platforms. Kolterman adds, "I was impressed with Quiq's philosophy that customers want to interact with their service providers in an asynchronous environment. I share that belief. Customers prefer async interactions. It gives them flexibility while reducing friction."





## 2 Internal agent enablement

Brinks Home transitioned its internal operations by replacing convoluted communication channels with tailored resolutions developed and managed in AI Studio.

- **Resolution line page:** Brinks Home developed a fully customized internal tool to intelligently route specific agent requests to the appropriate support teams—streamlining collaboration and significantly accelerating inquiry resolution. As Enes explains, “We eliminated the clutter of scattered conversations in Microsoft Teams by building a dedicated ‘Resolution Line’ page. Agents simply select a topic, and the request is routed through Quiq to the right team. It’s a streamlined solution that supports the entire Customer Experience organization.”
- **IT service desk transformation:** Routine IT requests—such as password resets and hardware support—are now fully managed through automated chat, eliminating phone queue delays and enhancing the employee experience.



**“The way you’re able to attach test cases within AI Studio to real conversations, make changes, rerun tests at lightning speeds, and see immediate results has been a game-changer. Quiq is a heavy hitter in the digital journey and CX.”**

**Enes Podbicanin**

Director, Digital and Agent Transformation, Brinks Home

## 3 Streamlined AI development

Brinks Home adopted AI Studio's developer-friendly features to accelerate the creation and optimization of AI agents and customer journeys tailored to their operational needs. “From a developer's perspective, AI Studio stands out for its flexibility and usability,” says Enes. “Its support for multiple LLMs, along with the ability to build test cases using real conversations, enables us to quickly implement and validate changes.”

The platform’s intuitive UI and seamless API integration—secured through managed credentials—enhance efficiency and control across deployments. “Quiq’s support team is consistently responsive and collaborative, making them a trusted partner in our digital transformation,” Enes adds.

With real-time iteration via Quiq’s test case builder and the flexibility of multi-LLM compatibility, Brinks Home continues to deploy high-quality AI solutions that evolve alongside customer expectations.



#### 4 Implementing a virtual Help Center assistant

To elevate the performance of their customer-facing Help Center, Brinks Home rearchitected its foundation using AI Studio—driving deeper content integration and significantly improving response accuracy.

“After upgrading to GPT-4.0, our output accuracy rose to approximately 87%, up from around 80%,” says Enes. “The ability to connect test cases directly to real customer conversations and track improvements in real time was a game-changer. It gave us immediate visibility into whether AI use cases were meeting their objectives.”



**“Brinks Home has been a happy Quiq customer since November 2017. We started by implementing two-way, asynchronous messaging for sales and customer support, which reduced our call volume YoY, including 30% in just the past 3 years. In that same timeframe, we had increased our NPS scores exponentially. We recently added generative AI using Quiq's AI Studio, which allowed us to leverage our own LLM, which certainly made IT happy. Our customers like having the ability for digital support via our Help Center and links to live chat agent support. All of these improvements have led to a CSAT score improvement of 18% in just the past 12 months.”**

**Brian Lunseth**

Director, Digital Customer Experience & Development, Brinks Home

## Results and outcomes

The Brinks Home team spearheaded a CX transformation using Quiq's AI Studio that's delivering extraordinary results, empowering both customers and employees while drastically improving core metrics.

### Key metrics achieved:

- **60% shift to digital transactions:** Brinks Home moved from just 12% of digital transactions to 60% in under three years.
- **90+ point jump in NPS:** Their digital channels' Net Promoter Score improved from -55 to an industry-leading +50.
- **67% lower cost per contact:** Self-service options and AI-driven conversations significantly reduced dependency on live agents, driving down costs.
- **Enhanced accuracy:** The AI agent's accuracy rose by 6% upon transitioning AI builds into Quiq's AI Studio.
- **18% CSAT score increase in just 12 months:** Including more ways for customers to self-service is paying off in terms of overall satisfaction.



### Human agents are happier and more productive.

Brinks Home's internal teams have embraced AI-driven transformation, resulting in measurable gains in both agent productivity and satisfaction. Key outcomes include:

- **Improved agent efficiency:** Streamlined workflows and faster escalations have significantly reduced the average ticket backlog.
- **Elevated agent experience:** By offloading repetitive tasks, agents can now focus on high-value interactions — leading to increased morale, lower attrition, and a more engaged CX support team.

### The Brinks Home customer experience is world-class.

By replacing reactive support with proactive reminders and easy-to-use self-service tools, Brinks Home empowers customers with faster, more convenient experiences.

"Our goal is to deliver world-class service," Kolterman says. "Customers should feel empowered every step of the way, whether troubleshooting sensors or confirming payments they just texted in."



## What's next?

Building on a strong foundation of digital transformation, Brinks Home is continuing to scale its AI capabilities in partnership with Quiq. “Digital innovation is central to our future strategy,” says Kolterman. “With Quiq, we’re realizing our vision of operational excellence paired with exceptional customer experiences.”

Brian Lunseth echoes this sentiment: “We're able to confidently shift focus to strategic priorities, knowing Quiq has our needs covered. Their 24/7 support, responsiveness, and ability to adapt to our business has been outstanding.”

Current roadmaps include:

**Expanded AI journeys:**

Launching more autonomous, AI-powered experiences tailored to specific customer scenarios.

**Voice-to-chat shift:**

Guiding phone-in customers towards digital, AI-supported interactions to boost efficiency and satisfaction.

**Advanced proactive solutions:**

Deepening integration with [payment](#) and contract management alerts for tech-savvy automation.



**“Quiq is our process to deliver digital journeys to customers. It’s our tool for chat, and chat growth has been a big part of our transformation. Thank you for being great partners.”**

**Philip Kolterman**

Senior Vice President and CIO, Brinks Home

Brinks Home’s transformation stands out as a model for how strategic use of AI can elevate both the CX and operational performance. Their partnership with Quiq and continued investment in intelligent automation reflect a bold, future-ready approach to customer engagement.

## Is your organization ready to achieve similar results?

*Contact Quiq today and experience how next-generation AI tools can redefine your operations.*