

Elevating the Customer Experience at Cunningham Security Systems

A Partnership Built on Continuous Improvement

The Challenge

Cunningham Security Systems knew that the customer experience was central to differentiating itself in a competitive market and cementing its reputation as a premium service provider.

The company had made significant strides. The sales team set expectations from the very first interaction. Customer support staff helped answer common technical questions and reassured concerned clients, and technicians acknowledged their role as the face of the brand as they entered customers' homes every day. However, across these groups there was no unified definition of customer service excellence—no standard for exactly how the customer experience should look and feel.

The Approach

Ideba partnered with Cunningham to design and deliver a comprehensive white glove service training program that suited the day-to-day experiences of each team.

First, Ideba developed and facilitated virtual training sessions tailored for each group (technicians, customer support, and sales). Ideba learned the teams' workflows and customer touchpoints and built the trainings accordingly, focusing on the fundamentals of exceptional service: communication, courtesy, timeliness, and a mindset of continuous improvement.

To ensure the training was actually moving the needle, Cunningham subsequently worked with Ideba to conduct rigorous CSAT (Customer Satisfaction) research that measured if customers perceived a change, and if so, how.

"Ideba has gotten to know our business. They can lead these trainings and facilitate conversations between our teams because they understand what our customers need from their security solution."

— Dan Major,
COO, Cunningham Security Systems

The Results

The impact of the training was both measurable and consistent. Overall satisfaction increased from 8.1 to 8.6, with every team showing improvement in post-training CSAT results:

Group	Before Training	After Training	Improvement
Office Staff	7.7	8.6	+0.9
Sales	8.3	9.1	+0.8
Technicians	8.5	9.0	+0.5

Building on the Momentum

With customer-facing improvements in progress, Cunningham worked with Ideba to develop and execute an internal employee engagement survey that identified a need to break down silos between departments and improve cross-functional understanding.

Ideba then designed a second phase of service training to bring employees together from across the organization. These sessions helped technicians, customer support, and office staff understand each other's contributions and day-to-day challenges. For technicians and office staff in particular, bridging that gap proved powerful: people heard first-hand what it was like to be in the field, or to manage high call volumes promoted increased understanding, empathy, and collaboration.



Ideba also facilitated a dedicated training session for the sales team, shaped directly by customer and employee feedback. The session focused on active listening and real-world role-playing exercises that overcame any initial skepticism about the exercise. One salesperson stated candidly, *"I was apprehensive going into the training, anticipating dry content and a lecture-like format. I found the approach engaging, light, and easy to absorb. I've been able to apply the learning immediately to multiple client jobs and quotes, resulting in more accurate quotes and a better experience for the customer."*

What's Next

The next round of CSAT data will be used to inform a third phase of training, this time bringing all departments, including sales, into a single, unified program. The sessions will focus on working through real issues together, solving problems collaboratively, and reinforcing Cunningham's commitment to exceptional service at every level of the organization.

"Ideba has gotten to know our business. They can lead these trainings and facilitate conversations between our teams because they understand what our customers need from their security solution," says Dan Major, Cunningham's COO.

Cunningham's relationship with Ideba has evolved into an ongoing partnership – one built on listening to customers, acting on employee feedback, and prioritizing training as a continuous investment in long-term success.

Ideba partners with organizations to build tailored white glove service training programs that are research-driven, people-centered, and designed to last.