



# Cultivating customer assurance with installer best practices

Ring's range of whole-home security products help customers to feel safe in their communities, and with ring professional programme, installers can broaden their expertise with access to an exclusive training programme. Martin McCaffrey of McCaffery Electrical joined the programme when it first launched in early 2021.

Martin has been a smart home installer for around 10 years, starting out with doorbells and security products when smart technologies were in their infancy. We caught up with Martin to understand how the programme has helped both him and his customers.

**How are you finding ring professional programme so far?** I am finding the programme highly informative, thanks to the mix of more formal learning modules and easy-to-digest, quick tip emails.



**Why did you join the programme?** I joined ring professional programme in order to learn more about best practices for installing Ring products. This helps to reassure my customers about the level of care and professionalism I put into each install,

**“Ring professional programme helps to reassure my customers...”**

along with the care they'll receive both before and after the project is completed.

**What is your experience of installing Ring products?** When it comes to choosing security products for my customers, I always choose Ring because of the ease of installation, their durability and the whole-home solution that Ring can offer. For homes with Amazon Alexa, there's also an added enrichment that the smart assistant can bring to a whole-home setup.

Recently, I upgraded a client from the battery-powered Ring Video Doorbell to Ring Video Doorbell Pro 2. Moving to a wired doorbell for non-

stop power meant non-stop protection and gave the client better peace of mind and control while he was away with work, as well as higher resolution camera footage. The installation process was fairly straightforward, and with some tips from ring professional programme, I was able to fuse the doorbell separately through a transformer before attaching it to the door. This meant that installation didn't require any additional redecoration or plastering, and the cable remained hidden away.

**What was your customer's experience?**

Since installation, the customer has been very happy with the installation as a whole, especially with Ring Video Doorbell Pro 2. They have noted that the quality of the video recordings is great, and they've been able to stay informed of deliveries and other goings-on around the property.

Installers can join ring professional programme today, free of charge. Gain in-depth knowledge of Ring's range of security products, how to install them, and the benefits for customers. Help your customers feel safe in their homes and communities.

Go to [ring.com/pro](https://ring.com/pro) to sign up today.