

# “We always strive to focus on customer satisfaction”



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## **Q. In your opinion, what is the state of security industry in India and what is the trend you see in the space?**

The security industry is growing rapidly in India. Given the growing directives of governmental agencies in ensuring the safety and security within institutions and companies, the opportunities have increased in multitudes for all stakeholders involved in the security business. This demand also invites addition of innovative product line to the bouquet of products that OEMs already have.

## **Q. Which market are you targeting?**

Our focus for the next couple of years is on the manufacturing and institutional sector. Though small and medium business has a very lucrative business share, we would like to focus on the larger picture, where there is not much of price war or competition.

## **Q. What are the various security related products that you offer?**

We offer wide variety of security products viz. Video Surveillance, Biometric Access Control, Analog, Digital, PRI, Hybrid and IP based Voice Logging solutions, CDR Analysis Tool and Two factor authentication solutions.

## **Q. What is the advantage of Matrix products vis-à-vis the competition?**

Matrix is SUBSTANCE brand. Substance is in the DNA of Matrix solutions. Substance in the form of technology, depth, genuineness and going beyond the mere outer façade and offer more values in all the areas. This is what differentiates Matrix from the lot. Matrix solutions are packed with ‘More’. More productivity, more applications, more flexibility, more functions, more features, more cost saving, more reliability and more support. Matrix positioning is based on offering more of these true inherent values, which customers expect from infrastructure solutions.

## **Q. What is your marketing and channel strategy?**

Having been in the market for more than a decade, we own a huge base in terms of both end customers as well as channel partners. Our motto is ‘Relationship first, Business next’. We focus on nourishing and harnessing healthy business relationship with end customers, channel partners, OEM’s and within our team, which eventually leverages our business year after year.

## **Q. What is your support strategy?**

Retaining customers purely depends

on the kind of after sales support, the business offers. It is six times more expensive to acquire a new customer than to keep a current one. Hence, we always strive to focus on customer satisfaction. We understand that customers are lost primarily due to indifference rather than dissatisfaction and firmly believe customer service is not a department, but everyone’s job.

## **Q. What are the challenges that you are currently facing in India?**

India as a whole is a conservative market in terms of adapting new technologies in first hand and very price sensitive. Customers many a times benchmark the end to end solutions with equally specified low quality products, which is the biggest challenge partners like us encounter. It quite often becomes a nightmare when the decision makers at the buying end are not comparing apple to apple. With the ever increasing market share, competition increases as well.

## **Q. What kind of plans and expectations do you have for this segment this year?**

Our go to market strategy for this year has been planned in consideration with lessons we learned in the previous years - on the plans proposed and our understanding on the evolving security industry ecosystem.

The Central Governments’ initiative on developing nationwide multiple smart cities will increase the security industry business’ share drastically. We are poised to grow with the ripple effect of new developmental activities being instigated throughout the country. ■