

## Security experts reap rewards for earning trust through exceptional service

SMEs looking for trustworthy suppliers often rely on word of mouth – and that’s certainly been a powerful tool for Wrexham and Chester-based Knight Owl Security when it comes to spreading the word.

Business owner Matt Davies has close to a quarter of a century of experience in the business, and can call on a hand-picked team of up to 40 appropriately trained SIA Licensed staff.

But his hands-on approach to running the business means that clients can usually speak directly to him, and this has helped him earn a solid base of work with some prestigious clients.

Indeed, his business is gearing up to begin working on its biggest contract to date, which will see Knight Owl providing staff to patrol the giant Kronospan wood processing and manufacturing plant at Chirk, handily located for both of the company’s offices.

“It’s a real feather in the cap for the business, and like many of the other clients with whom we work, the opportunity came through word of mouth, and being recommended on the strength of the professional yet personal service that I and my staff have always striven to offer,” said Matt.

Now that his business has made this landmark achievement, Matt is planning that it will be a stepping stone for it to acquire ISO9001 accreditation. This, in the words of its own promoters, recognises a company’s “strong customer focus, the motivation and implication of top management, [its] process approach and continual improvement.”

He is hopeful that this can be achieved by the start of 2019, to cap a recent history of impressive growth, which has included the business doubling its turnover in the past two years.

As no two businesses’ security needs are the same, Knight Owl places heavy emphasis on tailoring its services to take account of individual circumstances, and the security issues each one faces.

“But the common quality which is shared by all of my staff is integrity, which along with their thorough local knowledge, and pride in what they

do, results in a cost-effective solution for many businesses’, organisations’ and events’ security needs – which is why I believe we have earned so much business through recommendation,” added Matt.

That is why, from the first request to his business, Matt usually takes a very ‘hands-on’ approach to customer care, getting to know all prospective clients in detail, and advising them of the best measures to suit their circumstances.

“Having security measures brings many businesses benefits, of course, by way of reduced insurance premiums,” Matt said.

“But of course, they have to be the right measures, appropriate for individual circumstances, and made with the backing of sound industry knowledge and an honest assessment of all the risks faced.

“Finally,” added Matt, “because of their prominent roles, security staff are often ‘ambassadors’ for a business, reflecting its ethos and standards of customer service. As the first person many visitors will come into contact with, it’s essential that they have the right personality – an aspect that’s often overlooked.”



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(see <https://www.google.com/search?q=knight%20owl%20security%20reviews&slpsthru=1#lrd=0x487ab8076e8f5a91:0x817eb6d43969fc76,1,,>)

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