

# Welcome to Safehinge Primera!

WE'RE DELIGHTED TO HAVE YOU  
WITH US AND LOOK FORWARD  
TO SUPPORTING YOU EVERY  
STEP OF THE WAY.

This document is designed to make sure you and your team have everything you need: from product details to ongoing support, so you can feel confident and comfortable using our solutions. We'll also introduce you to our Customer Service and Customer Care teams, who are here to help whenever you need them.

If you have any questions, don't hesitate to reach out. We're in this together.



# SAFEHINGE PRIMERA OPERATES A DEDICATED CUSTOMER CARE SERVICE DESK, ENSURING SEAMLESS SUPPORT FOR OUR CUSTOMERS.

Our team includes a Customer Success Manager, dedicated Technical Leads, and field support specialists, all committed to providing expert assistance.

For out-of-hours enquiries, please email us, and we'll prioritise your request on the next business day. If your issue is priority level 1, please follow the escalation process — contact details are available upon request.

**Operating Hours:**  
Monday to Friday,  
9:00 AM – 5:30 PM  
(excluding English public holidays).

## TAKE A MOMENT TO GET TO KNOW OUR TEAM

At Safehinge Primera, our senior leaders remain closely connected to our customers. They're always available should you need them, but we encourage you to contact the dedicated team members listed below for day-to-day enquiries. They are best placed to provide you with timely, specialist support in each area.



**PHILIP ROSS**  
Co-founder & CGO  
07809 870 690



**ADELE BAKER**  
Commercial Director  
07496 684 023

For any questions about products, sales, deliveries, or non-technical issues, our **Customer Service** team is here to help. Get in touch, and we'll be happy to assist you.

**E: [info@safehingeprimera.com](mailto:info@safehingeprimera.com) | T: 0330 058 0988**



**JEMMA MCMANUS**  
Customer Service Coordinator



**DIANNE STANTON**  
Customer Service Coordinator



**HEATHER WHITE**  
Customer Services Manager  
[heather.white@safehingeprimera.com](mailto:heather.white@safehingeprimera.com)

For any technical questions about door alarms, doorsets, or EAC/locks, please reach out to our **Customer Success** team: they're here to help.

**E: [support@safehingeprimera.com](mailto:support@safehingeprimera.com) | T: 01253 207 096**



**BARRY CONLAN**  
Senior Customer Success Advisor



**ANNMARIE PORTER**  
Customer Success Advisor



**KATIE HALLIDAY**  
Customer Success Advisor



**CHRIS PEARSON**  
Technical Services Manager  
[chris.pearson@safehingeprimera.com](mailto:chris.pearson@safehingeprimera.com)

For enquiries or questions about products or services please contact our **Business Development** team.

**E: [products@safehingeprimera.com](mailto:products@safehingeprimera.com) | T: 0141 375 0553**



**KIERON BUTT**  
Senior Business Development Manager  
Products UK  
07891 540087



**DAN RICHARDSON**  
Senior Business Development Manager  
Doorsets North  
07931 244 772



**GUY STATHAM**  
Senior Business Development Manager  
Doorsets South  
07944 986 996



**NICKY VLADIMIROV**  
Internal Business Development Manager  
South



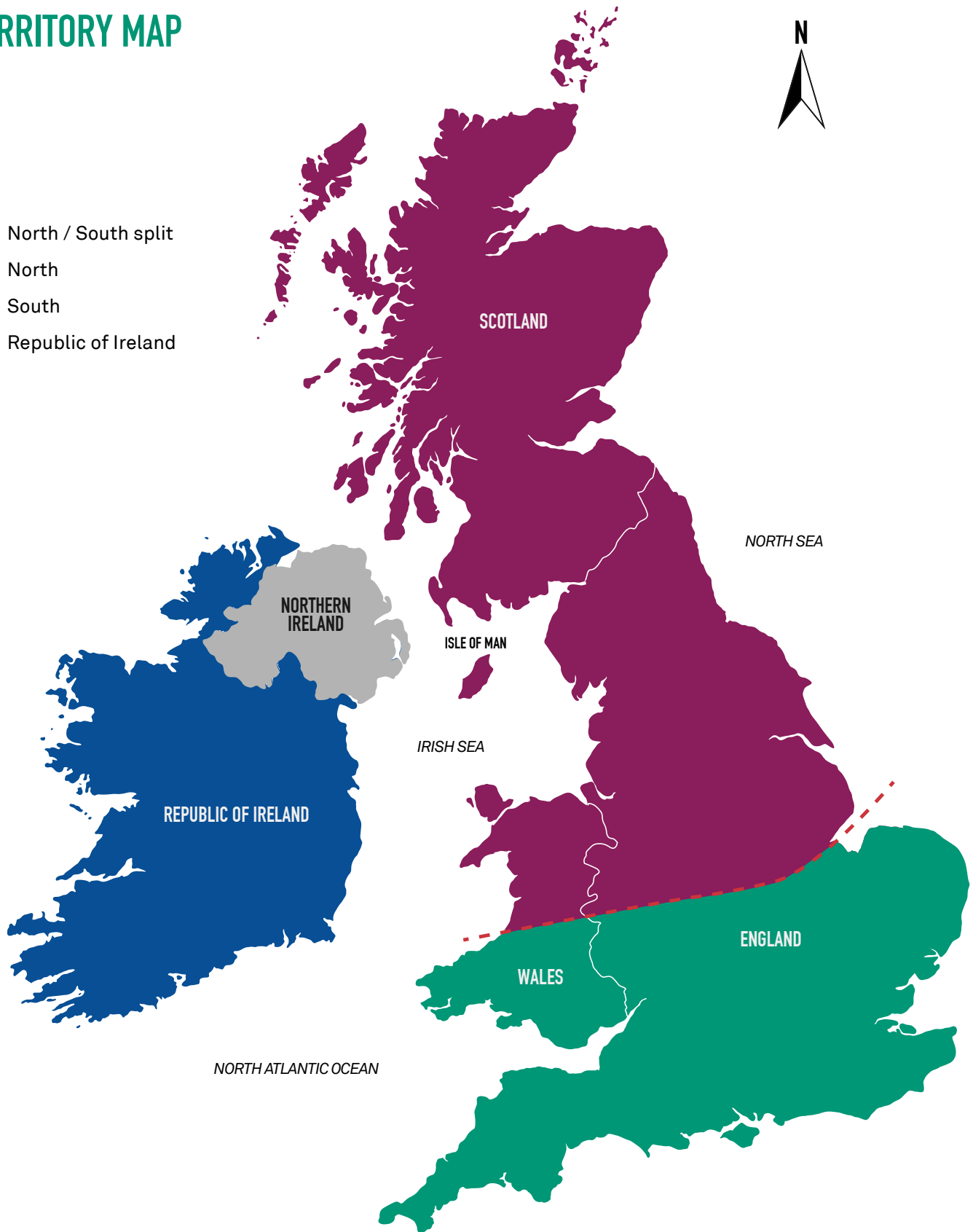
**CAYLA DYER**  
Internal Business Development Manager  
North

# TERRITORY MAP



## KEY

- North / South split
- North
- South
- Republic of Ireland



## NORTH TEAM

Dan Richardson: UK Doorsets SBDM  
Cayla Dyer: IBDM

## SOUTH TEAM

Guy Statham: Products & Custodial Doorsets SBDM  
Nicky Vladimirov: IBDM

## UK WIDE

Keiron Butt: Products Senior SBDM

## REPUBLIC OF IRELAND

Export Team

# ONBOARDING AND SUPPORT

Our onboarding process is a three-step system, led by our Customer Care team. It includes support, service visits, training, and regular check-ins to make sure you're getting the most from our solutions.

*We're here whenever you need us — let's get started!*



## WHAT TO EXPECT:

- A signed partnership agreement that provides a reference point for an ongoing contract with Safehinge Primera
- A competitive and desirable discount structure available to only Partnership Agreement customers
- A one to one relationship with an External Senior Business Development Manager
- In-house support from our Internal Sales team and Customer Services
- Regular Quarterly Business Reviews to discuss your quarter ahead, opportunities to work together more and visibility of pipeline so we can support
- Regular information from Safehinge Primera including our product development, exciting innovations and any learns from ongoing market trends



## ONGOING SUPPORT BEYOND ONBOARDING

**WE'RE HERE FOR THE LONG TERM TO SUPPORT, ASSIST, AND BE PART OF YOUR TEAM EVERY STEP OF THE WAY, SO YOU CAN FOCUS ON WHAT MATTERS MOST.**

Once onboarding is complete, your team has the option to continue with a Service Level Agreement (SLA) if not already in place. This follows a similar structure to the final stage of onboarding, including:

- Bi-annual service visits to keep your systems running at peak performance.
- Monthly check-ins to ensure continued stability and support.
- The potential to expand across your entire trust, seamlessly integrating support for new wards as they come online.

# OPTIONAL SERVICE LEVEL AGREEMENT (SLA) WITH CUSTOMER CARE

Our Service Level Agreement (SLA) offers ongoing **support, service visits, training, and regular check-ins** to ensure your systems continue to perform at their best.

With dedicated assistance from our **Customer Care** team, this proactive approach helps maintain stability, reliability, and long-term success.

## SLA VS. STANDARD SUPPORT – AT A GLANCE

FEATURE	WITH SLA	WITHOUT SLA
<b>Dedicated Communication</b> One point of contact (email & phone) for all queries, issue reporting, and requests.	✓	✓
<b>Escalation Process</b> Three levels of escalation if service expectations are not met.	✓	✓
<b>Engineer Support</b> Eleven engineers available across the UK for servicing, fault-finding, and rectification work.	✓	✓
<b>Service Visits</b> Two visits every six months for system checks, battery changes, and issue resolution.	✓	✗
<b>Performance Review Meetings</b> Four in-person meetings per year (one per quarter) to review KPIs, tickets, and alarm rates.	✓	✗
<b>Warranty Extension</b> Five additional years of warranty included.	✓	✗
<b>Training Support</b> Six-monthly training visits by Doora plus optional monthly online training.	✓	✗
<b>Replacement Door Process</b> Seven-day replacement door process for service user damage.*	✓	✗
<b>Online Check-ins</b> Eight online meetings per year to review KPIs, tickets, and any raised issues.	✓	✗
<b>Customer Feedback &amp; Improvement</b> Regular improvement reviews—open to your suggestions!	✓	✗
<b>Satisfaction Scoring</b> Ten customer satisfaction reviews per year to drive continuous improvement.	✓	✗
<b>Comprehensive Support Package</b> Twelve months of complete peace of mind with a fully supported door package.	✓	✗

\* 7-day door replacement may not be exact like for like door (exact replacement will follow later), 7-day replacement process must meet qualification terms