

The Hidden Cost of Truck Rolls **Why Every Service Call Is More Expensive Than You Think**



Why Every Service Call Is More Expensive Than You Think

For many security dealers and integrators, service has long been viewed as a necessary cost of doing business. A customer calls with an issue, a technician is dispatched, the problem is resolved, and everyone moves on. But in today's market, that model is becoming increasingly difficult to sustain.

Rising labor costs, technician shortages, fuel expenses, and growing customer expectations are forcing security companies to rethink how support is delivered. While most organizations carefully track installation profitability and hardware margins, many fail to fully understand the true cost of a truck roll. What appears to be a routine service visit often carries hidden expenses that impact profitability, technician utilization, customer satisfaction, and long-term growth.

As the industry continues its shift toward managed services and cloud-connected technologies, forward-thinking dealers are discovering that reducing truck rolls isn't just about saving money. It's about creating a more scalable and profitable business model.

The Traditional Service Model

For decades, the security industry has relied on a straightforward support process. When something stops working, a technician visits the site.

This model developed during a time when systems were largely isolated, remote access was limited, and onsite service was often the only practical option.

Today, however, many service calls are generated by issues that have little to do with hardware failures.

Common reasons for dispatching a technician include:

- **Recorder password resets**
- **User account changes**
- **Network connectivity issues**
- **Camera status verification**
- **Configuration adjustments**
- **Health checks**
- **Basic troubleshooting**

In many cases, these visits consume valuable technician time despite requiring only a few minutes of actual work.

While each individual service call may seem insignificant, the cumulative impact across an entire customer base can be substantial.



Understanding the True Cost of a Truck Roll

Most organizations evaluate service costs based on technician wages and fuel consumption. While these expenses are important, they represent only a portion of the total cost. The true cost of a truck roll extends far beyond what appears on a balance sheet.

Direct Costs

Every service visit typically includes:

Labor

A technician's time begins long before they arrive at a customer site. Travel time, preparation, documentation, and follow-up activities all contribute to the total labor cost associated with a service call.

Vehicle Expenses

Service vehicles require:

- Maintenance
- Insurance
- Registration
- Repairs
- Depreciation

These expenses continue regardless of whether a technician is generating revenue or responding to a support request.

Fuel Costs

Fuel expenses fluctuate, but they remain a significant operational cost, particularly for companies supporting large geographic territories.

Administrative Overhead

Every service dispatch typically requires scheduling, communication, tracking, reporting, and customer coordination. These support functions consume resources that are rarely attributed directly to the truck roll itself.



The Hidden Costs Most Dealers Overlook

The most significant costs associated with service visits are often the ones that never appear on an invoice.



Lost Installation Capacity

Every hour spent driving to a service call is an hour that cannot be spent installing new systems. As labor shortages continue to affect the security industry, technician availability has become one of the most valuable resources a company possesses. A technician performing a password reset onsite is a technician who is not generating new revenue elsewhere.



Reduced Scalability

As customer bases grow, traditional support models become increasingly difficult to maintain. Without changes to operational processes, supporting twice as many customers often requires nearly twice as many service resources.



Delayed Project Completion

When service calls interrupt installation schedules, projects often take longer to complete. This can delay revenue recognition, impact customer satisfaction, and create scheduling challenges across the organization.



Customer Expectations

Modern customers expect immediate responses. They are accustomed to cloud-connected applications that provide instant support, remote management, and proactive notifications. Waiting days for a technician to arrive onsite no longer aligns with the service experience many customers expect.

Why Truck Rolls Are Becoming More Frequent

Ironically, technological advancements have increased the number of support opportunities dealers face.

Today's systems include:

- **More cameras**
- **More connected devices**
- **More users**
- **More remote locations**
- **More software integrations**

Each new component introduces additional points of potential failure or misconfiguration.

At the same time, businesses are becoming increasingly distributed.

Multi-site retailers, restaurant chains, property management companies, healthcare organizations, and franchise operators all require support across multiple locations.

The result is a growing demand for service combined with a shrinking pool of available technical resources.

Lessons From Other Industries

The security industry is not the first market to face this challenge. Information technology providers encountered similar issues years ago. Historically, IT companies generated revenue by fixing problems after they occurred.



Remote monitoring



Proactive maintenance



System health visibility



Automated alerts



Remote administration

Rather than waiting for failures, these organizations focus on preventing them. The result has been improved efficiency, stronger customer relationships, and more predictable revenue streams. The security industry is beginning to follow a similar path.

The Shift Toward Remote Service Models

The security industry is not the first market to face this challenge. Information technology providers encountered similar issues years ago. Historically, IT companies generated revenue by fixing problems after they occurred.

System Health Monitoring

Identify offline devices, connectivity issues, and system abnormalities before customers are impacted.

User Administration

Add, remove, and modify user permissions remotely

Device Management

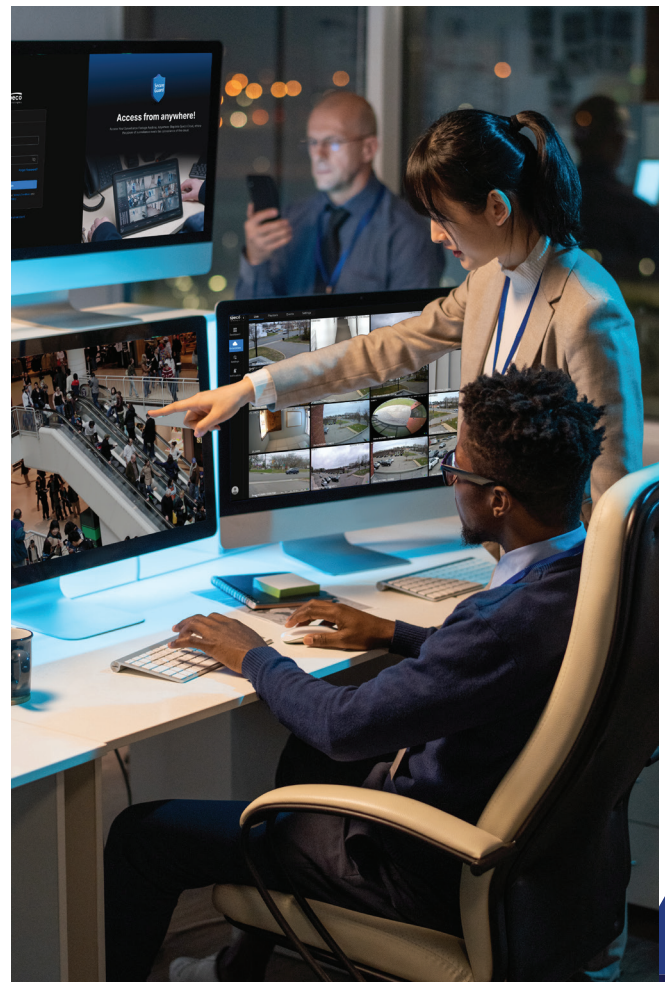
Review system status and configuration information without visiting the location.

Remote Troubleshooting

Resolve many support requests from a central office rather than dispatching a technician.

Cloud Playback and Investigation

Access video and investigate incidents without requiring local access to the recorder. Each capability reduces the need for onsite visits while improving responsiveness.





The Business Impact of Reducing Truck Rolls

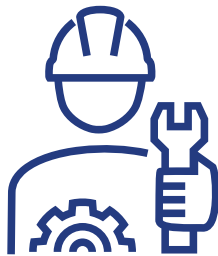
Reducing truck rolls creates benefits that extend beyond simple cost savings.

Organizations often experience:



Improved Profitability

Lower service costs improve margins across the business.



Better Technician Utilization

Technicians spend more time on revenue-generating activities and less time driving between locations.



Faster Customer Support

Issues can often be addressed in minutes rather than days.



Increased Customer Retention

Customers value proactive service and rapid response.



Greater Scalability

Businesses can support larger customer bases without proportionally increasing headcount.

Collectively, these advantages create a more resilient and efficient operation.



Looking Ahead

The future of security service is not defined by how many technicians a company can dispatch. It is defined by how effectively that company can support customers remotely while delivering a superior experience.

As cloud-connected systems continue to gain adoption, remote management capabilities are becoming a critical component of modern service strategies.

Organizations that embrace these operational shifts will be better positioned to improve profitability, maximize technician resources, and meet evolving customer expectations.

Conclusion

Truck rolls will always play an important role in the security industry. Hardware must still be installed, systems must still be maintained, and certain issues will always require onsite expertise. However, many of today's most common service requests no longer require a technician to get behind the wheel.

By adopting remote management strategies and cloud-connected service models, dealers can reduce operational expenses, improve support responsiveness, and create a foundation for scalable growth.

The industry's most successful organizations are increasingly moving toward proactive, managed-service approaches that prioritize visibility, efficiency, and customer experience.

Platforms such as SecureGuard® Cloud VMS are helping support this transition by providing dealers with tools for remote monitoring, system management, cloud playback, and proactive customer support.

The result is a smarter service model—one that reduces unnecessary truck rolls while creating new opportunities for operational efficiency and long-term growth.



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