

How a Significant Cultural Property Boosted Customer Service and Guard Force Confidence with a Tailored Training Program

The Client

[The Museum of Fine Arts, Houston, TX](#)

Houston's Museum of Fine Arts is one of the largest cultural non-profits in the United States, covering 17 acres with five buildings on the main campus and two off-site locations. They employ an extensive security team comprising more than 165 active guards, divided into three divisions, each focused on one of three key areas: access control, galleries, and the command center. Guard training had not been updated in several years, but the organization faced a challenge in finding a suitable learning management system. The program they were using was neither adequate nor cost-effective for their needs, prompting their Assistant Head of Security Operations, Daniel Siqueiros, to seek out viable alternatives.

The Challenge

Despite having such a large security team, the Museum had no dedicated trainer or training system. Some guards who'd been working there for ten years had received no refresher training, resulting in skills gaps as industry best practices and public needs evolved.

The organization had previously signed with a company for learning management, but was dissatisfied with the value, citing the expense and lack of course diversity. Industry colleagues suggested several alternatives, and though Defencify came out as a top contender, Siqueiros was initially hesitant because their standard programs were not within their budget. With such an extensive team, the quoted user costs would be excessive. However, Defencify was clearly the superior choice due to its customizability, learning modules, and data-rich features, which ultimately resulted in a successful negotiation.

The Solution

Daniel Siqueiros was convinced that Defencify was the right learning solution for their guard force. Their Academy program offered three levels: Bronze, Silver, and Gold. Defencify's Academy Architect program enabled three distinct programs with courses tailored specifically to each of their three security divisions.

Working directly with Defencify's team, Siqueiros was provided a custom offer tailored to his budget. He signed the same day.

In just a few minutes, Siqueiros was guided through the enrolment process, shown how to assign each employee to the correct department, and sign them up for the departmental curriculum.

Perhaps their most significant challenge is making the time, especially for gallery guards, as it's difficult for them to pull themselves off the floor to train. Still, many non-gallery guards have completed the bronze level, while several are working on silver, and one has completed all three levels. The goal is for all employees to have completed the bronze level within a year.

Success

All feedback from guards taking the course is positive. As each individual completes, Siqueiros receives a notification email, helping him track completions through their internal system.

As soon as a learner completes an academy, they receive a pin in recognition of their achievement. Each week in roll call, they hand out pins and celebrate the wins, helping to motivate those who haven't started or have not yet completed to get it done.

When guards were queried about what they loved about the courses, they responded with overwhelming positivity about the experience, stating they learned things they would not have otherwise considered.

Though Defencify's "standard" plans would have been cost-prohibitive for the size of their workforce, they were able to provide a custom offer tailored to the non-profit's budget, delivering exceptional value for a customized program that addressed their unique training requirements.

To date, Defencify has not only addressed the Museum's training concerns but has also enhanced guard confidence, thereby aiding in retention, engagement, and customer service.

From the Client

“Since we have rolled out this training, we have seen an increase in the confidence of our staff and a considerable reduction in guest complaints over the last several months.

Three words I would use to describe my experience with Defencify are:

- **Invested:** Chad checked up during the initial phase, making sure I had everything set up. When I explained that I hadn't, he reassured me that it would be an easy process and had Jayce walk me through it. He also made himself available whenever I got stuck on a step.
- **Thoughtful:** Hearing my needs and explaining the product that best meets that need. Was able to understand my budget restraints and guide me to the plan that was best for my large organization.
- **Caring:** The follow-up was excellent, and the issuing of completion certificates and pins is a big incentive. When I receive these, we pass them out during roll calls and celebrate the officers' completion with the awarding of pins.

The team is incredibly responsive and always responds to emails the same day.”