

BOHME BOUTIQUE

- Fast growing womens clothing retailer
- Locations throughout the western United States

KEY VIDEO REQUIREMENTS

- Video POS integration
- Exception reporting and alerting on key store performance metrics
- Traffic counting and enterprise reporting on store conversion rate
- Minimal IT resources required to install, operate and maintain video system
- Remote video surveillance access from an easy to use system
- HD video that would not strain bandwidth

BUSINESS OUTCOMES

With better insight into sales, marketing and operations, Bohme was able to:

- Increase average sales and drive overall profit improvement
- Ensure consistent customer service and experience
- Increase the efficiency of loss prevention staff

“I’m addicted to my stores’ numbers. I could measure almost everything, but I couldn’t see it. With Envysion I can see behind the numbers to what’s going on in the store, and their solution is the missing piece to measuring my stores’ performance.”

Vivien Bohme, Owner

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Bohme Boutique Improves Store Sales, Operations and Profitability

Envysion helps Bohme increase average sales and drive overall profit

After testing cameras in a few stores, Bohme Boutique realized that without POS integration they had no way to quickly identify and review important events in the store. In addition, they still lacked insight into sales, marketing, customer experience and daily store transactions. In search of an easy-to-use solution that would give management visibility to these top line growth drivers, Bohme engaged Envysion.

The Envysion Solution

Bohme deployed Envysion Insights, a video-driven business intelligence and traffic counting solution that integrates with the POS to deliver unprecedented visibility to the store. The Envysion solution gives Bohme insight into every transaction in every store, so the company can easily evaluate customer demographics, review associates’ sales techniques and compare stores by conversion rate.

Bohme also gained powerful exception reports that proactively identify important events and high-risk transactions based on their business rules.

