

BUSINESS PRIORITY

El Pollo Loco was seeking a solution that enabled them to better manage risk and mitigate employee theft. At the same time, the innovative restaurant chain wanted an intelligent video solution that was capable of ultimately extending beyond loss prevention to impact nearly every aspect of restaurant operations.

ENVYSION SOLUTION

El Pollo Loco worked with Envysion to conduct a successful pilot test, ultimately extending implementation to include 63 stores. The fully integrated, comprehensive solution includes:

- Strategically placed high resolution cameras throughout the stores
- Audio microphones used to help monitor employee behavior
- POS data integration
- Envysion's proprietary network digital video recorder

BUSINESS OUTCOMES

- Increased visibility into employee behavior, allowing El Pollo Loco to minimize theft and improve their customer experience.
- Gained the ability to remotely access multiple stores at once in real time.
- Able to leverage advanced exception reporting technology to refine their focus to the transactions that are most relevant.



El Pollo Loco gains full visibility through integrated video and data.

Envysion helps El Pollo Loco reduce theft, mitigate fraud and increase profits.

El Pollo Loco has proven their recipe for business success. After almost 40 years of providing loyal customers with fire-grilled chicken marinated with herbs, spices, fruit juices and garlic, they know that every ingredient is important when it comes to consistently delivering on their brand promise.

The restaurant chain applied this same attention to detail when it came to risk management and optimizing restaurant operations. How could they gain real-time visibility into employee behavior? What new insights would they gain by aligning POS data with in-store video? And how could they better manage their operations without having to physically travel to every store?



Building an intelligent video path for operational success

El Pollo Loco brought these questions with them to their first meeting with Envysion early in 2010. Working with the Envysion team to collaboratively build a strategic roadmap, they decided to do an initial test run of Envysion in ten pilot locations. The results went beyond their expectations, and today, El Pollo Loco features the Envysion solution in 63 of their restaurants across the United States.

A typical installation features approximately a dozen cameras capturing video from nearly every angle of the store, showing the registers, the drive-thru, the offices, even the prep areas. This video, streamed via the cloud, uses Envysion's award-winning, industry-recognized bandwidth throttling technology, designed to allow El Pollo Loco's other mission-critical data systems—like credit card processing—to operate without disruption. Regional managers and auditors can then access the video via any Internet-enabled device from almost anywhere in the world.

Making POS data work harder for the business

One of the key elements of the Envysion solution is its ability to tie into POS data and integrate it with what is being seen on the video. By having this transparency into the most important transactions, the leadership at the restaurant chain can ensure that all transactions are legitimate, all cash is being properly handled, and that customers are getting exactly what they pay for.

Monika Shah, Internal Audit Analyst and Restaurant Auditor for El Pollo Loco, said that Envysion's ability to analyze that POS data and flag transactions is a key tool in her job. "Envysion's exception reporting allows me to set up alerts for suspicious activity like a series of small transactions that occur throughout an employee's shift. We can then go back, pull all of that footage and see exactly what's happening with our own eyes."

Gaining remote visibility into every transaction

This ability to set exception-related alerts combined with easy access to the footage from nearly any location has resulted in other benefits that directly impact El Pollo Loco's bottom line. Shaun Jackson, Director of Risk Management at El Pollo Loco, commented, "The ability for area leaders to be able to log on and remotely manage their store from anywhere—even from their home—is huge. Not only do they have instant access to stores, but they save the time and expense of having to actually travel to those stores in person. The potential ROI represented by the reduced travel alone is huge."

Extending Envysion's capabilities beyond loss prevention

While El Pollo Loco was initially focused on risk management and threat mitigation, they have explored other applications and can see the immense potential that exists with Envysion beyond loss prevention. "Different departments have been doing different audits, testing procedures to optimize processes and using Envysion to measure performance," said Jackson, "We are primarily focused on loss prevention today, but we want to embrace it across the whole company—marketing, HR, QA in the kitchen. Our focus is to decrease operational losses and increase profitability, and we see Envysion as a key tool in helping enable us to do that."

Integrating intelligent video into their business vision

Future plans include a shift to IP cameras at select locations, which El Pollo Loco sees as a cost-effective upgrade that will elevate the way they engage the Envysion solution. They will also continue to work with Envysion to develop new, more sophisticated exception reporting tools capable of filtering through the data and delivering alerts via email, including direct links to the footage in question.

Jackson concluded by saying, "With Envysion, we have a much clearer picture of our business; it lets us see more with less effort. And now we're getting new requests to implement the technology in non-Envysion stores—people across the organization are clearly recognizing the game-changing potential that Envysion represents to transform the way we run our business. I believe it represents a cultural change."