

Impact Assessment: How Do Use Video?

- 1) For what purpose is video being used in your business?
 - a. Reducing shrink
 - b. Fixing internal procedural problems
 - c. Gaining clearer insight into daily store operations
 - d. Increasing store profitability
 - e. All of the above

- 2) Which departments in your company can use your video system? (check all that apply)

<input type="checkbox"/> Security	<input type="checkbox"/> Marketing
<input type="checkbox"/> Loss prevention	<input type="checkbox"/> HR
<input type="checkbox"/> IT	<input type="checkbox"/> Risk management
<input type="checkbox"/> Operations	<input type="checkbox"/> Executive team

- 3) Does your company have instant access to integrated video and business data, e.g. point of sale, across all your stores from a single application?
 - a. Yes
 - b. No
 - c. What—this is possible?

- 4) Did you know that a video system can: (check all that apply)

<input type="checkbox"/> Identify and reduce theft	<input type="checkbox"/> Improve customer service
<input type="checkbox"/> Improve operational efficiency	<input type="checkbox"/> Improve marketing and drive sales

- 5) How does your organization currently use video? (check all that apply)

<input type="checkbox"/> Target theft by employees	<input type="checkbox"/> Retrain employees on procedures
<input type="checkbox"/> Target theft by customers	<input type="checkbox"/> Address HR issues
<input type="checkbox"/> Ensure employee/customer safety	<input type="checkbox"/> Assess marketing campaign effectiveness
<input type="checkbox"/> Review and improve operating procedures	<input type="checkbox"/> Ensure employees follow operating procedures

- 6) Is your video system *making money for you* or *taking money from you*?
 - a. Making money – I have a measureable return on investment (ROI)
 - b. Taking money – I have a measureable expense to justify
 - c. I don't know

19 to 30 Points

Profit Champion

The world of video is at your command. Put your video to work driving top line revenue by using video as a strategic management tool for making decisions across the organization to improve merchandising, customer experience and sales.

9 to 18 Points

Loss Protector

You're taking full advantage of the security, loss prevention and risk management benefits of video, but don't stop there.

Maximize your ROI by integrating additional business data systems and expanding video usage to other departments within the company to gain a detailed understanding of daily store operations.

1 to 8 Points

Video Novice

You've got a handle on the video basics, but want to use video for more than just an insurance policy.

Integrate with business systems, like point of sale, to quickly pinpoint problem areas and look for a system that can easily aggregate all your stores in one application.

Learn more about using video to improve profitability at www.envysion.com.

Scoring: 1) a-1, b-2, c-3, d-4, e-5; 2) 1 point for each checked box; 3) a-1, b-0, c-0; 4) 1 point for each checked box; 5) 1 point for each checked box; 6) a-3, b-0, c-0