

KFC Operator Uses Video Intelligence to Create a Culture of Accountability

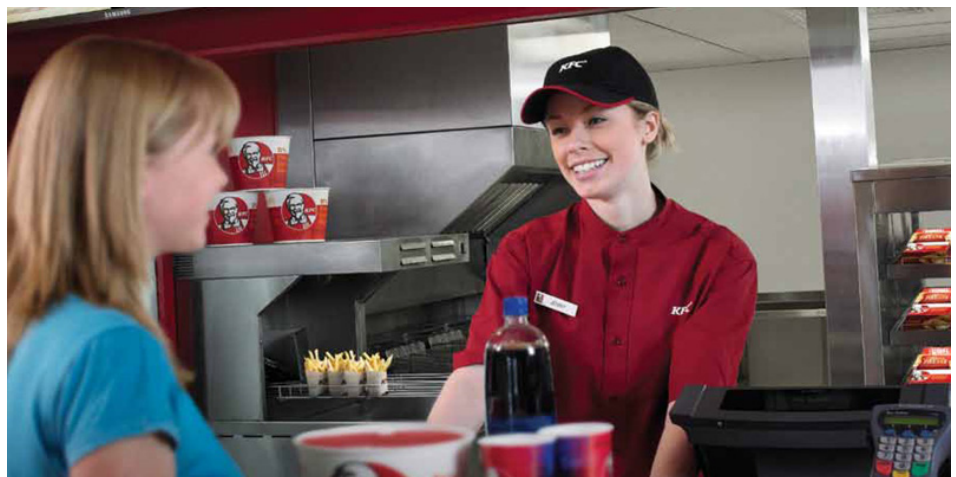
Envysion contributes to hundreds of thousands of dollars in profit for D-Carr Investments in just six months.

Bernie Quintero, director of operations at D-Carr Investments, sought out Envysion to address two major business objectives: decrease theft and fraud at each location, and directly impact employee behavior through recognition and positive feedback. Quintero, a forward-thinking operator of 10 locations in Florida, knew that he could use video and audio integrated with KFC's XBR reporting system to gain insight into what was happening inside each of his stores. "Other people use Mystery Shoppers but you don't get the same results. With Envysion we have 100% visibility," Quintero says.

Immediate impact on theft and fraud at every location

Theft and fraud across multiple locations adds up to a significant loss for any operator. Quintero used Envysion's video and audio solutions to have an immediate impact. One month after installing Envysion and putting a loss prevention staff member in place Quintero quickly identified theft, efficiently gathered the supporting evidence, and swiftly dealt with the staff members at fault. Just two weeks after Envysion was installed, Quintero also closed three false claims with customers quickly by turning over video to the insurance company that was able to refute each claim.

Envysion's video intelligence solution allows Quintero to review video of customer, employee and insurance claims and determine with 100% accuracy if something is true or false. The video either validates or refutes each claim. "We can see things we were never able to see before," says Quintero. "The video takes the question out of any claim. Everyone thinks twice about lying. We always go to the video. We take a picture and send it to the store. That changes behavior in all of the restaurants."



▶ BUSINESS OUTCOMES

- Internal theft and cash mishandling has been greatly reduced and can now be easily identified
- A culture of accountability exists where employees strive to achieve results
- Profit margins increased 2% at every location within the first 6 months

▶ ENVYSION SOLUTION

Envysion worked with D-Carr Investments to implement a video intelligence solution that includes:

- Strategically-placed, high resolution cameras with audio capability
- High storage capacity networked EnVR®, Envysion's proprietary network digital video recorder
- Integration with KFC's XBR reporting software
- Seamless connectivity within the Merit environment from anywhere

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A window into every store

“On a Saturday I can easily be at 10 stores without leaving my house,” says Quintero. What used to take a few weeks plus travel expenses can be accomplished in one day with video-driven business intelligence. Quintero has strategically placed cameras in the kitchen and at all registers to monitor cooking processes and cashier interactions with customers. He listens and watches employee activity. When he sees an employee giving great service, he calls the store, asks for the employee, thanks them for doing a great job. He then gives them a gift card as a small thank you. The employees have become addicted to doing a good job and ask Quintero regularly if he “saw that one”. Quintero also works with his managers to coach and train employees, which creates an energizing culture of accountability by highlighting positive performance and results.

Driving increased profits through video intelligence

Today, Envysion’s video-driven business intelligence is an integral part of driving successful promotions. For instance, using video and audio to coach and monitor employee participation, Quintero achieved a dramatic increase in mini cake sales. “We went from selling 30 mini cakes a week to 300 using the Envysion system,” says Quintero. “We were \$3,000 over quota at every store.” Audio plays a major role in coaching employees. “You have to hear the customer. You have to hear the suggested sale.” says Quintero.

Seamless integration with XBR within the Merit environment

The Envysion system integrates with XBR exception reports that provide D-Carr with visibility into any transaction that the system flags. Envysion is tested and approved to allow remote video viewing in Merit with no security tokens or additional network layers.

According to Quintero, what he pays for the Envysion system doesn’t come close to what they save. “The impact you can have is beyond imagination. When we renew I plan to install cameras with even higher definition. I want to see everything. I love it and the results are real.”

