

QSR

NEW DAY DAWNING

Industry leaders like The Little Beet's Becky Mulligan are looking to capitalize on the opportunity that lies ahead / P.18

Plus

4 Lessons from the Recession
P.24

What's Next for Franchising
P.15

Why Hummus & Pita Co. is One to Watch
P.17



★
**INSIDE:
SPECIAL
EQUIPMENT &
TECHNOLOGY
GUIDE**
/ P.59

Managed Video Can Help Restaurants Work Smarter

From security to hygiene, smarter video boosts business results. **BY PEGGY CAROUTHERS**

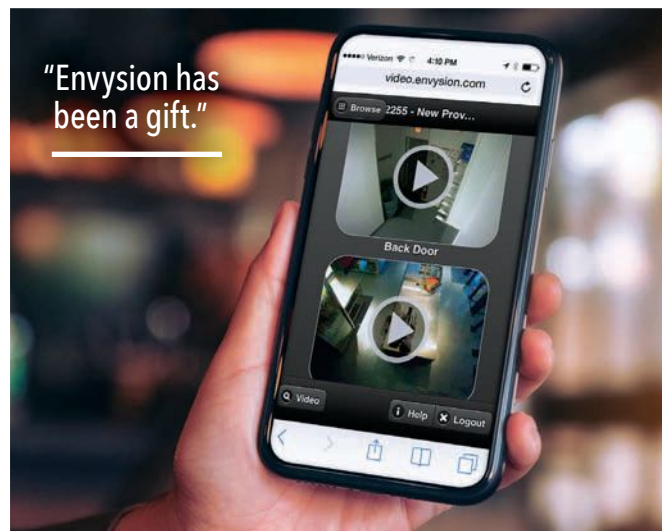
RESTAURANTS HAVE ALWAYS BEEN TASKED with managing many competing concerns, but now the stakes are higher than ever. Not only must leaders contend with labor, customer service, loss prevention, and safety, but now, amid the COVID-19 pandemic, they must also manage a growing list of health and safety guidelines. Yet managers—particularly at the district, franchise, and corporate levels—can't observe every employee or store at once.

Just ask Dan Lieberman, a member on the board of the Restaurant Loss Prevention & Security Association and director of loss prevention at Southeast QSR LLC, which operates 204 franchised Taco Bell locations in the Southeastern U.S. With a large portfolio of stores spread across many states, it was challenging for Lieberman and his team to visit and assess each location. Additionally, because many Southeast QSR's stores were acquired, each store operated its own—often subpar—camera system, making it nearly impossible to remotely track stores.

"We had to pray that newly acquired stores had a decent camera system, that it would work, and that we would have enough privacy to watch the video in the back office for investigations," Lieberman says. "However, that often wasn't the case. Even if I could see a POS system in the picture, the cameras weren't advanced enough for what we needed."

Lieberman knew Southeast QSR needed to move to a unified camera system that would be easier to use and give them remote access. The team landed on Envision, a smart video system which came highly recommended by other Taco Bell franchisees. In addition to giving the Southeast QSR team more control over video, the Envision system gave Lieberman the tools he needed to self audit for compliance and risk management. As an additional benefit, Envision was able to reuse much of Lieberman's existing camera infrastructure and advise on optimal technology upgrades—where necessary—to maximize visibility through video.

Dawn Lampert, vice president of sales at Envision, says restaurants have partnered with Envision to reduce risk by monitoring for security concerns, flagging guest-related incidents, reviewing problematic cashier transactions, and even verifying whether employees are wearing masks and following COVID guidelines. Meanwhile, others have turned to Envision to help



them drive revenue and customer satisfaction by auditing video and audio at the register to ensure cashiers offer proper greetings, speed of service, and product upsells.

"Companies can use their login credentials to access video and KPIs, such as sales and discount trends, from anywhere," Lampert says. "Then, we can score locations for certain concerns, such as discounts or hygiene, through our auditing process so that

managers can quickly sort stores by rank and see which ones need the most attention."

Additionally, Envision can also help leaders in other departments. For example, Lieberman says that Southeast QSR's marketing department has used video to audit whether signs have been changed, while managers have used it to ensure stores are staffed properly, that kitchen teams are working productively, and that locations are serving appropriate portion sizes.

"Envision has been a gift," Lieberman says. "The ability to view POS data and video side-by-side has been a huge benefit to loss prevention, but the system also helps us maximize business efficiency throughout the organization. I would definitely recommend that other restaurants searching for smart, networked camera providers consider Envision." **RET**

To learn more about how Envision's video solutions can help your brand, visit envision.com.



Your managed video shouldn't be.



Envysion[®]

Envysion has transformed video surveillance into a strategic management tool. There are enough surprises we don't have control over, with Envysion you can control all aspects of your business. From any device, any time of day, you can check on your stores to make sure they're disaster-free.

www.ENVYSION.com

Envysion[®]

1-877-258-9441