

BUSINESS PRIORITY

4G Wireless was seeking to implement an intelligent video solution capable of extending far beyond traditional video, with a focus on optimizing brand experience and ensuring that cross-sell and upsell opportunities are being fulfilled each and every transaction.

ENVYSION SOLUTION

Envysion worked with 4G Wireless to understand their unique needs and design a fully integrated, comprehensive solution that includes:

- Strategically placed high resolution cameras
- Audio microphones unique to the client situation
- High storage capacity networked EnVR®, Envysion's proprietary network digital video recorder
- POS data integration

BUSINESS OUTCOMES

- Employee theft is down, sales are up and a cultural shift has occurred, leading to improved employee behavior
- Customer experience has improved and complaints are now closely investigated using audio and video recordings
- Store robberies are down, and when they have occurred, 4G Wireless was able to recover merchandise due to video evidence

National wireless retail chain prepares their business for major growth.

Envysion helps 4G Wireless improve security, increase sales and optimize customer service.

4G Wireless was positioned to expand, but they needed an efficient, cost-effective way to gain complete transparency into their in-store operations. What were the really successful sales reps doing differently? How could they better coach lower-performing sales reps? How could they optimize store security? And how could they ensure that every employee was delivering a consistent brand experience—every transaction, every time?

Turning a profit depends on making the sale

Wireless retail can be a tricky business. Profit margins are tight and depend largely on the upselling and cross-selling of phone accessories. Phones basically sell themselves, but moving items such as protective cases, car chargers, SD cards and headphones demands sales techniques and strategies that require on-the-job training and coaching.



This is especially true given the younger demographic that wireless retail stores often employ alongside highly experienced sales veterans. 4G Wireless was looking for a cost-effective, time-efficient way of working with less-experienced sales reps to help optimize their approach to sales interactions with customers.

4G Wireless was also focused on having an effective, intuitive video surveillance system for in-store security. Having been robbed 11 times over a three-month period, they understood the potential value of having video evidence available to share with police.

Elevating video strategy through innovative technology

The Envysion solution offered a way to efficiently accomplish both of these primary objectives with one innovative solution: cloud-based, mobile-enabled, in-store video featuring advanced analytics capable of transforming data into actionable insights. These insights could then be applied across the business, including loss prevention, customer experience, and the sales team's best practices.

Envysion integrates with the 4G Wireless POS system, providing store managers and owners with more than just grainy video—they get hi-definition video and audio synced with every key-stroke into every register transaction, gaining a fully integrated view into exactly what happened during every transaction.

Rob Metzger, Director of Sales Operations and Business Development, shared his perspective. "We're able to stop employees from making errors, which cost us thousands of dollars—or that cost us customers, which translates to thousands of dollars. By helping close just a couple of sales or mitigating a couple of security issues, Envysion pays for itself in each store."

Extending effective sales strategies across the team

One of the key focus areas for 4G Wireless has been analyzing the "good", using Envysion to observe successful employees and take notes on their interactions with customers. These insights are then shared with other employees, providing effective, real-world coaching opportunities that have helped improve sales across the organization.

Of course, all of this optimization of internal process was ultimately focused on growing the business. But for 4G Wireless, as with many wireless retail chains, growth represented a unique challenge. "We can't expand just by doubling, tripling, or quadrupling our team," Metzger says. "We need to use technology as much as possible to find efficiencies, reduce losses, and fine-tune our selling. That's where Envysion comes in."

Monitoring every store transaction from any location

And that's precisely where Envysion has proven its value. 4G Wireless now has full transparency—including video and audio—into every transaction at all 161 stores from nearly any location. It's like being in every store at once, without having to be anywhere special at all; key people now have the ability to access in-store video from any internet-enabled device, including mobile phones, tablets or computers.

That real-time remote access has obvious benefits. Metzger reports that, "Envysion gives us the ability to 100% confirm or refute what is going on in our stores, and that is a huge help to us in dealing with employees, customers, criminals, and our carrier."

Observing the impact of Envysion on employee behavior

Implementing the Envysion solution has led to a cultural shift among employees as well. Simply the fact that Envysion is tracking every move has led to a change in employee behavior, both as it relates to customer interactions and store transactions. Metzger adds, "When you catch behaviors—good and bad—it sends a message. Behaviors improve across the board."

Employee theft has shown a marked decrease since implementation; profits and sales are up; and the number of robberies has actually dropped as well. These results prove that the mere presence of intelligent video has the power to improve behavior, resulting in reduced risk, increased profit and measurable revenue growth in nearly every store—and customer satisfaction has never been higher.