

How a POS System with Video Can Cut Theft and Boost Profitability

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Retail chains and restaurants across the board are experiencing a common quick service challenge: how to improve operations, while reducing shrinkage/loss.

While most chains have point-of-sale (POS) systems in all of their stores as well as cameras in a subset of locations, the lack of integration and vigorous exception reporting left operators without a key profit impacting tool. Moreover, many companies lack the ability to leverage video driven intelligence to drive store level operations. Management must recognize this opportunity to reduce loss, improve operations, and drive profit improvements. However, before implementing a video solution, it is essential to examine a broad set of video-based options to find the correct fit for each business.

Requirements

When searching for a video-based system, companies should have a number of requirements in mind. The solution should:

- Feature strong reporting and alerting
- Have a proven track record of results and ROI
- Integrate with the company's POS systems
- Be easy to use
- Require minimal IT resources to install, operate plus maintain the video surveillance system

Objective

A good video system puts the power of video into the hands of a multi-unit operator's entire organization. It should enable users to leverage remote video to gain actionable business insights that will improve operations and deliver a 10 to 15 percent in profitability improvements.

By installing video systems companies can expect to:

- Identify and reduce potentially fraudulent transactions, such as fabricated voids, refunds, or compensations
- Ensure compliance with operations, sanitation, and customer service procedures
- Verify adherence to company policies
- Track gift card usage and other marketing promotions to gauge their effectiveness

A POS system that features video integration delivers the time, user, and receipt/ticket number to the video feed/record. These details are crucial for any auditing efforts that companies undertake at the point of sale. Armed with such tools, companies place themselves in a position to quickly discover anomalies and take action. As a result, businesses that install video systems have seen a profit increase of up to several thousand dollars per location per month as well as reductions in all key measured exception reports. In addition, chains will benefit from the enhanced transparency into operations, which allows them to assess plus refine operational practices, improve customer experience, and boost loss prevention efforts.

Explore [quorion.com](https://www.quorion.com) for more information on how our POS systems support video system initiatives.