



**LOUROE
ELECTRONICS®**
World Leader in Audio Monitoring Technology Since 1979

Overview

Convenience Stores
Midwestern and Southern
United States

Solution components

ASK-4® #104 Kit
Verifact® B

Integrator

SageNet

"I can't recall a single instance in the last seven years where there has been a problem with the Louroe microphone."

*Trey Walling, Senior Client
Executive at SageNet in Tulsa, OK*



Convenience Stores

Using audio to increase retail security and improve operations

NEED

There are more than 151,000 c-stores across the nation that bring in more than \$700 billion in sales, according to the National Association of Convenience Stores (NACS). A common challenge that exists for all of these retailers is how to deter crime and robbery. One of the largest convenience store chains in the Midwest and South saw a need to reexamine its equipment to ensure it had the very best technology to combat these security risks.

SOLUTION

Previously, the c-store chain had used Louroe Electronics' Verifact® A and Verifact® B microphones. However, the retailer relied on an evaluation and recommendation from their trusted advisor and integrator, SageNet as to which audio solution to implement moving forward. SageNet, located in Tulsa, OK, affirmed Louroe's product quality and durability. The integrator suggested that the company continue to install Louroe's audio solutions.

RESULTS

Today, Louroe's technology is installed in more than 700 of the convenience retailer's locations. The microphones are used for live monitoring to observe business operations, resolve customer disputes, ensure proper customer service, diffuse employee conflict and alert suspicious individuals that they're being monitored.

Recently, one of the largest convenience store chains in the Midwest and South wanted to evaluate and potentially upgrade some of their security solutions. Previously, they had installed Louroe Electronics' audio monitoring systems in their stores and had great success. However, they still wanted to ask their trusted advisor and integrator, SageNet, to recommend a microphone.

"Louroe's product durability is great and there have been no complaints. You should continue going with Louroe," said Trey Walling, senior client executive at SageNet.

The track record for Louroe's microphones speaks to why they are the best audio solutions on the market. "I can't recall a single instance in the last seven years where there has been a problem with the Louroe microphone," Walling explained.

Louroe Electronics' technology has been installed in more than 700 of the convenience retailer's locations. Over the years, SageNet has installed a combination of Verifact® A and Verifact® B microphones—three to five microphones per location. Typically, the audio products are mounted on the ceiling above point-of-sales (POS) terminals or other areas of interest.

The microphones interface with an AP-4 base station that is placed in an office or control room. The desktop unit, which receives and plays back the audio, can also connect to a DVR, allowing the end user to review video that is synced with audio.

The audio plays a key role in helping a store manager evaluate interactions at the checkout counter and resolve disputes between customers and employees.

"If you don't have the audio, to go along with the video, you're never going to get the complete story," said Walling. "You're going to have to take someone's word on what was said."

Moreover, if someone attempts to steal merchandise, the person will be alerted. Thanks to the Louroe microphone, staff from remote headquarters can speak to suspects in real-time saying, "you're on camera" or "the police have been notified."

When it comes to the question of whether a retailer should use audio as part of its security system, the answer is clear, according to Walling. "People who are new to the subject, may tend to brush aside audio and say it's not that important," explained Walling. "But I would say, if that were true, we'd all still be going to silent movies."

The final benefit of audio that Walling discussed is how it offers retailers significant protection against liability. "When there's litigation involved and you're going to court or pressing charges, if you can provide that audio file along with the visual to the judges, jury or attorney, it makes your story that much more compelling."



ASK-4® #104 Kit



Verifact® B

About Louroe Electronics

Located in Van Nuys, California, Louroe Electronics® has been the world leader in audio monitoring technology since its inception in 1979. Recognized globally, Louroe Electronics' products are used in 50 countries and are utilized by both the private sector and government. The company's Verifact® line of microphones, complementing base stations, and communication accessories, provide line level output to interface with various digital electronics. For over three decades, Louroe Electronics has maintained rigorous standards to ensure their products provide reliability, durability, and excellent performance for their customers' needs.

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