



LOUROE ELECTRONICS

World Leader in Audio Monitoring Technology

What can Louroe do for you?



Medical/Child Therapy



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Security



RETAIL



QSR/C-Store

ASK-4 #300



When applied to retail locations, Louroe Electronics audio kits add to both security and service. In the event of a crime or customer dispute, Louroe audio products add context and evidence that video alone does not provide. Audio is also used as a training tool to coach employees on providing proper customer service and add to profitability through loss prevention and up-sells.

Audio Security to Help Improve Employee Relations

By: Louroe Electronics

Retailers often have to deal with high traffic seasons like the holidays and back-to-school in which there are spikes in customer foot traffic. While the booming sales are always good for retailers, one thing that isn't is shoplifting. To help decrease theft, many retailers are installing an audio security device because the culprits are not only customers but also employees!

In fact, The National Federation of International Business estimates that \$600 billion is lost annually (\$4,500 on average per employee) due to employee theft and as many as 30% of the average company's employees do steal, and another 60% will steal if given a motive and opportunity. Furthermore, Security Info Watch reports that, on a per case average, dishonest employees steal almost 6 times more than the amount stolen by shoplifters and 1 out of every 40 employees stole from their retail employer in 2012.

While video surveillance is usually the "go-to" for security, we are seeing more and more retailers also turning to audio as a supplementary technology to help manage security and employee relations. For example, Massage Envy, a popular massage franchise, leverages the power of audio in addition to video cameras to manage operations and shrinkage (internal theft).

"My wife and I have been using Louroe's audio products for almost five years now," explained Mark Blaz, owner of two Massage Envy locations in Southern California. "It's great to be able to go back and listen to audio footage to help dispute a customer complaint, or to hear if employees are dishonest."

Specifically, Blaz utilizes the Louroe ASK-4 Kit #300, which includes a microphone and interface unit to connect to an Avigilon IP surveillance camera. The camera synchronizes the audio and video streams for both real time monitoring through the Avigilon software. One microphone is powerful enough to cover the reception area, so even with multiple cameras set up, one channel of audio is all that is needed to monitor employees.

With the Louroe ASK-4 Kit #300, Blaz is able to successfully manage employee relations. For example, he recalls a time where a customer was upset over the terms of the Massage Envy services contract claiming that the employee had never explained the terms and conditions. While Blaz follows the philosophy that the "customer is always right," he and his wife wanted to make sure that their employee was doing her job correctly. So, they listened to the audio footage and confirmed that the employee did in fact fully explain the terms and conditions of the Massage Envy contract to the customer using the agreed upon "speech" that employees are required to disclose to each customer.

"Audio is useful for operational needs such as this," continued Blaz. "If we only had video then we would not be able to verify that our employee did her job correctly by verbally explaining the contract to each customer."

Moreover, Blaz also utilizes audio to combat sales reduction. He explained how during a slow night some employees wanted to go home early so they called the few customers who were scheduled to come in later and lied to them saying that their massage therapists were unavailable and they had to reschedule their appointments.

"By listening to the audio, we were able to reprimand these employees appropriately," Blaz said. "This comes in handy when trying to prevent inappropriate employee conduct."

These Massage Envy employees are aware that their audio is being recorded as it is disclosed in the employee handbook. Meanwhile, customers are notified via signage on the front door of the facilities.

"Audio is really the best way to manage employee relations as it allows you to give accurate feedback to your employees and helps them to overcome their learning curve more quickly by being able to hear themselves in action when we play back footage for them," said Blaz.

It is now more important than ever to consider audio security to help protect both small and large businesses from employee theft and to help manage poor customer service. As industry professionals, recognizing audio as a complementary technology to video in a security solution further protects our customers' assets.

For more information on Louroe Electronics please visit us at www.louroe.com or contact us at 818-994-6498