

Overview

Massage Envy
Southern California

Solution components

ASK-4® #300 Kit

Massage Envy Owners

Mark and Jennifer Blaz

"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."

Mark Blaz, Owner at Massage Envy and President at Security Network Representatives in Huntington Beach, CA



**LOUROE
ELECTRONICS®**

World Leader in Audio Monitoring Technology Since 1979

Massage Envy

Audio Security to Help Improve Employee Relations

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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. In fact, the National Federation of International Business estimates that \$600 billion is stolen annually and as many as 30 percent of the average company's employees are guilty of theft. To counteract these security breaches, many retailers like Massage Envy have looked into new technologies like audio monitoring to deter crime.

SOLUTION

Mark and Jennifer Blaz, the owners of two Southern California Massage Envy stores, decided to employ an audio-video integrated system to increase security at their retail locations. Specifically, they had Louroe Electronics' ASK-4 Kit #300 installed, which includes a microphone and an interface unit that connects to an Avigilon IP surveillance camera. The camera synchronizes the audio and video streams for both real time monitoring through the Avigilon software. Meanwhile, the 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.

RESULTS

The audio-video system has helped resolve customer disputes and doubtful employee claims multiple times. In one instance, the audio feed proved that an employee had disclosed the proper information to a customer and that the customer was in the wrong. Another time, the audio revealed that some of Massage Envy's employees had lied to customers about massage therapists being available so that they could close the store early and go home early. These examples illustrate how vital it is to integrate audio into security solutions so that staff can have access to all the facts in a story.

While video surveillance is usually the go-to for security and preventing theft, more retailers are turning to audio as a supplementary technology to help manage security and employee relations. Massage Envy is one of them.

“My wife and I have been using Louroe Electronics’ 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® #300 Kit, which includes a microphone and interface unit that connects to an Avigilon IP surveillance camera. The camera synchronizes the audio and video streams through the Avigilon software.

With the Louroe ASK-4® #300 Kit, 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. As a result, 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.

“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.



ASK-4® #300 Kit

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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