Using Video Surveillance for Enhanced Operations Management
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In the business world there is always a need to improve. How can an organization achieve more profits, more efficiency, and better customer retention? By monitoring your current business operations you can identify places for improvement and institute changes.

Traditionally, surveillance systems were used to deter crime and capture video evidence, but modern systems with advanced features and video management software can be used for more than just security.

Surveillance cameras and analytics software enables you to:

- Spot weaknesses in your workflow
- Identify potential safety problems before an accident occurs
- Increase employee productivity
- Improve customer service
- Monitor customer flow to optimize store design
- Heighten quality control & product testing procedures

The process of monitoring your business and improving your operations based on the data you find, whether that’s through increased employee productivity, better quality control, or enhancing the customer experience, is essential to helping a business grow.

The newest in video surveillance technology can help you get data on how your store runs, how your employees work, and how your customers interact with your business. You’ll be able to monitor your business in real time, review saved video files, and apply analytics software on your schedule.

Whether you want to improve the customer experience, catch product flaws before expensive repairs or replacements are needed, or just ensure everyone is safe, a surveillance camera gives you previously untapped views into how your business runs.
How Video Surveillance Technology Helps

**Increased Productivity**
A workplace designed for optimal productivity can result in improved profits and better employee experiences.

- Identify systems that are working well and reinforce them
- Identify systems that aren’t working well and change them
- Spot potential accidents or safety violations
- Encourage safety regulation compliance

**Decrease Liability**
Decreasing your liability can reduce insurance costs, ensure compliance with industry regulations and prevent workplace accidents.

- Promote safe and best practices & ensure safety regulations are followed
- Protect against fraudulent claims
- Identify dangerous practices before an accident occurs
- Evidentiary video for workers comp claims and accident reports

**Remote & Mobile Monitoring**
If you manage just one business or dozens of locations, remote monitoring allows you to always stay connected.

- Check on your business throughout the day
- React faster to accidents & problems
- Remotely “mystery shop” your own business by watching customer interactions
- Deter unsafe practices by regularly monitoring and correcting behavior

**Improve Customer Service**
Monitoring long lines, creating better layouts for easy shopping, and improved customer service can increase profits and drive repeat business.

- Monitor customer traffic flow for better store designs
- Service policy compliance
- Evidentiary video for accidents & customer disputes
- Alerts for long lines & large numbers of people in the store, so you know to send more staff to the floor

**Quality Control**
Monitoring production for better quality control reduces broken or wasted products and expensive rework later in the manufacturing process.

- Remotely monitor product testing to quickly respond to issues
- Observe food processing for cross contamination
- Diagnose weaknesses in the production line
- Identify defective parts and manufacturing mistakes before final quality control
- Monitor production in areas unsafe for workers due to contamination, temperatures, or location

**Business Intelligence Analytics**
Using video management software your system can analyze surveillance video for important business data.

- People counting and traffic flow for better-designed stores
- Review day-to-day operations for areas of improvement
- Identify defective parts early in testing
- Remotely supervise customer service to maintain high levels of satisfaction
- Monitor production in non-safe settings due to chemicals, temperature, or location
Improving Operations Management in Your Industry

Video surveillance systems are used in a wide range of industries to improve operations. The examples below are just a start – contact a surveillance & operations management expert to learn more.

Retail

- Track busy/slow patterns & adjust staff accordingly
- Monitor customer flow & dwell time to identify ideal product placement
- Manage checkout time by getting alerts when lines are long
- Reduce store liability & protect against fraudulent claims
- Save time by eliminating unnecessary trips to check in

Retail store owner observes the store using mobile apps, creating better response times to workplace problems.

Manufacturing

- Ensure proper safety regulations are being followed
- Catch dangerous behavior before accidents happen
- Evidentiary video for workers comp claims
- Improved quality control & productivity
- Remote monitoring when out of the office

One manufacturing plant used surveillance cameras to monitor products for leaks during testing, removing defective products before shipping.

Food Processing

- Ensure proper food safety regulations are complied with
- Catch dangerous behavior before an accident happens
- Evidentiary video for workers comp claims
- Quality control to reduce cross contamination
- Remote monitoring when you’re not on site

A beverage manufacturer installed a surveillance system to manage their business, complying with state laws about monitoring the production process.
Hospitality

- Improved employee productivity
- Evidentiary video for workers comp claims
- Remote monitoring when you’re out of the office
- Reduce business liability
- Monitor front desk and service areas to ensure business standards
- Track busy/slow patterns and adjust staff accordingly

Hotel managers studied videos to improve operations and customer service, increasing their occupancy & room rates for increased profits.

Restaurants & Franchises

- Ensure proper safety regulations are being followed in kitchens
- Evidentiary video for workers comp claims & reduced liability
- Improved food safety & quality control
- Remote monitoring when you’re not at a location
- Monitor customer interactions for improved customer service
- Track busy/slow patterns & adjust staff accordingly

A fast food management company reduced theft, improved quality control, and optimized store designs to increase net profits.

Construction

- Ensure safety regulations are followed around machines & equipment on site
- Catch dangerous behavior before accidents happen
- Evidentiary video for workers comp claims
- Reduce waste & improve quality control
- Remote monitoring when you’re not on site
- Verify delivery times & locations of materials

Using time-lapse video, a construction company created a video tracking the entire process of constructing a new housing project to help promote the new apartments.

Operations Management by Industry -continued-
Features of an IP System

An IP surveillance system will include cameras and a NVR (network video recorder) with video management software (VMS). These systems utilize the newest in surveillance technology, giving you access to high definition cameras and video analytics software. Whether you choose to use your business’s current system for more than just security, upgrade existing equipment, or install a new system, your business will benefit from using a surveillance system to improve operations.

Centralized System Management
Whether you manage a single store with four cameras or a manufacturing company with a dozen processing plants, you want a system that is easily accessed & managed from one centralized location.

Remote & Mobile Monitoring
Being connected to your business when you’re off-site is essential to responding quickly. Remote and mobile apps can be used from any computer, smartphone, or tablet as long as you have internet connection.

Long-term Storage
A vital feature if your system will be used to file workers comp claims & accident reports, you don’t want to lose important video files due to a lack of storage space on your hard drive.

HD Resolution
Most industries would benefit from high definition resolution, the new baseline standard in the technology industry. This provides clear, detailed video, essential if you are using the cameras to spot defects during product testing or transactions at the cash register.

Advanced Software
Video management software allows you to view videos, set up alerts to notify you of issues, and analyze videos for important business information. Your NVR may come with software, or you can install third-party analytics software on your system.

Working with a Surveillance Partner

The increased use of surveillance cameras for more than theft prevention helps businesses and organizations boost their profits. An industry-leading security integrator with thousands of organizations in more than 60 countries, VideoSurveillance.com is here to help your business succeed.

Give us a call today and we’ll partner with you to design and implement the solution necessary to secure and manage your facility.