

Initiate Proactive Coverage with Camera Integrations

Leverage camera integrations to help team members anticipate customer needs while also reducing wait times, labor costs, lost sales and shrinkage.

Solving Today's Frontline Challenges

Between scarcely staffed stores and more than 500,000 acts of shoplifting every day which equates to an estimated \$13 billion worth of lost merchandise each year,¹ retailers today are struggling to provide enough store coverage to protect profits and deliver consistent customer experiences.

Given these challenges, an increasing number of retailers are looking to smart camera solutions for a fix. However, even the smartest, most advanced cameras can only capture insights about an interaction—even though store teams need actionable notifications while on the floor to:

- Automate and assign labor where it's needed
- Reduce case unlock and line wait times
- Identify and interpret dwell times
- Understand potential theft or safety threats



Driving Value With Theatro's Camera Integration Workflows

By integrating a smart camera solution with Theatro, retailers gain the ability to use the interaction insights provided by the camera solution to trigger powerful closed-loop workflows. Once triggered, these workflows can send notifications straight to the ears of team members in the store, empowering them to quickly perform the appropriate follow-up actions. In addition, Camera Integration Workflows unlock the following key benefits:

- Accelerated service speed
- Improved customer experience
- Increased employee productivity
- Enhanced loss prevention
- Optimized labor scheduling

¹Shoplifting Statistics — National Association of Shoplifting and Theft Addiction Specialists (NASTAS)

The Theatro Camera Integration Workflows

Theatro offers three unique Camera Integration Workflows to help retailers get the most out of their smart camera solutions and turn real-time interaction data into action.



Dwell Time

No matter how engaged and vigilant your frontline workforce is, there may be times when areas of the store are left unattended. In these moments, camera integrations provide the unique capability to dynamically reallocate labor when and where it is needed most.

Using integrated smart cameras, the **Dwell Time Workflow** sends notifications to a targeted employee group to ensure ensure opportunities to provide proactive assistance and increase sales are not missed. Additionally, Dwell Time notifications can be configured as a basic alert or as a closed-loop request workflow which enables leadership to assess performance and make future business decisions.



Line Queue

Speed of service is undoubtedly critical to the customer shopping experience. In fact, Statista found that “lack of speed” rated as the second most common source of frustration for retail shoppers. So, when lines begin to form, it is essential to keep them moving quickly. This ensures customers receive the quality experience they expect, and carts are not abandoned due to excessive wait times.

Using integrated smart cameras, the **Line Queue Workflow** sends notifications to a targeted employee group to signal that a line has reached its pre-configured threshold and that register backup is needed. Additionally, Line Queue can be configured as a basic alert or a closed-loop request workflow to ensure backup arrives fast!



Motion Detection

While daily customer traffic in stores can vary throughout the year, a store’s proneness to theft or other criminal activity is constant. Thus, consistent security measures are paramount to creating a sense of comfort and safety for customers and team members. Additionally, these measures are also vital for protecting valuable merchandise and reducing shrink.

Using integrated security cameras, the **Motion Detection Workflow** sends an alert to the appropriate group of team members when motion is detected in an unauthorized area of the store. Motion Detection alerts can be configured as a basic alert or as a closed-loop request workflow to ensure team member response.



Increasing the Impact



Pair the **Motion Detection Workflow** with the Theatro **Loss Prevention** and **Event Capture Apps** to enable associates to quickly alert the LP or security team about a potential risk before it happens and capture incident highlights for HQ to review directly following the event.

Configurability

Theatro Apps and Workflows are highly configurable. Basic configurations for these Workflows include:

- ✓ Target groups
- ✓ Escalation hierarchy
- ✓ Number of concurrent requests
- ✓ Reminder and escalation intervals
- ✓ Reporting

Connect with an expert at:

info@theatro.com | www.theatro.com