



Global VUE

THE TOP 5 NOT SO OBVIOUS BENEFITS OF CCTV



+44 (0) 844 417 2945

ENQUIRIES@MAXTAG.COM

WWW.GLOBALVUE.CO.UK

GLOBALVUE, 8 SUTTONS BUSINESS PARK, READING, BERKSHIRE, RG6 1AZ, UK

FIVE NOT SO OBVIOUS REASONS WHY CCTV WILL BENEFIT YOUR BUSINESS

Welcome to our eBook...

Implementing a CCTV system into your retail store, school, restaurant, hotel or even your home, offers many benefits. The most obvious one is that a CCTV system provides video surveillance and can capture footage of criminals in the act of unlawfully entering your location.

This is of course why 95% of us start to research into a system in the first place.

However, like many security products, there are a number of not so obvious benefits that are almost additional free extras to installing a system. So without wanting you to wait to install a system to find out, we have put this small eBook together to explore our **'Top 5 not so obvious benefits of CCTV'**.

NOT SO OBVIOUS BENEFIT #1

CCTV systems can give you considerable discounts on your property insurance premiums.

As risk is the major factor of the insurance industry, policy providers prefer clients who pose the lowest threat. Research has shown that properties monitored by video surveillance equipment are less likely to be burgled or have other security related issues than those without, so in turn, fewer of these property owners/tenants will need to file claims for loss or damages.

According to The Huffington Post, *"homes that are not monitored by video surveillance equipment are 300 times more likely to be broken into."*

As more claims cost the insurance company more money, both parties can benefit from the installation of security cameras.

NOT SO OBVIOUS BENEFIT #2

Front door, window or in-location signs

It's not just that potential burglars or shop lifters can see the cameras outside of the building, but the fact that you have a system means that you can credibly add carefully placed signs where you feel people may need reminding they are being monitored.

For example one of our retail clients has put a CCTV camera sticker upon the entrance of the changing rooms at eye level. Obviously for privacy they cannot put CCTV cameras within the changing rooms, but the sign is a reminder that in store they are being monitored and therefore, it should deter the casual criminal from taking extra items into the changing rooms.

Many hotels, shops and restaurants now use signs to complement the reach of this CCTV system and is an effective deterrent.

NOT SO OBVIOUS BENEFIT #3

Footfall counting and analysis

The latest development in CCTV is that businesses can now use their existing CCTV cameras and networks as a platform to track and analyse customer movement and interaction when in your premises.

This allows business owners to better understand customer behaviour so alterations can be made to store layout, marketing material or even staffing levels.

Through the existing CCTV system, add-on software can accurately count customers and report if they were higher or lower at different times of the day/week. These systems can also monitor the movement of customers around the store, to better understand buying patterns and trends.

One of the major strengths of this approach, compared to traditional methods of customer counting and analysis, is that most of the technology needed is already in situ – most of the investment has already been made. Retailers can add more cameras to their existing network, should they wish, particularly if the benefits of monitoring are being realised, but otherwise all they need to perform is a simple software download and customer counting analysis becomes immediately possible.

NOT SO OBVIOUS BENEFIT #4

Keeps staff on their toes

We have all had suspicions about certain staff who always seem to be late, but what about when you are not there?

What if it is their responsibility to open up the shop in the morning or close the restaurant at night?

Do they open to late or close to early?

These were the exact questions one of our Hotel owners had. He had over 50 employees and a high staff turnover due to seasonal trends, therefore his manager also turned over relatively often and trust was always an issue.

He had installed CCTV with remote monitoring which although it was not his primary reason for installing it (like everyone else it was due to security) he was then able to sit at home or even the beach when he was on holiday and make sure that time was kept to and a strict deadline of having the breakfast buffet ready for guests at a certain time was achieved.

He was very happy with this unexpected benefit!

NOT SO OBVIOUS BENEFIT #5

Outside of property reportable issues

For many of our retail customers in London, the recent works upon cross rail and further potential disturbances of HS2, to this day still create unbelievable issues with traffic, disruption to business and road closures. This all has a previously unmeasurable effect on business hours and passing trade.

This type of problem is also not isolated to just the big infrastructure projects, some of our clients outside of London have had burst water mains, road works and even builders from next door parking in inconsiderate locations in front of clients shop windows and front doors!

In all the above mentioned cases, CCTV footage has been used to discuss with the council and civil authorities that although they are not criminal issues, they are effecting the business. Therefore in every case there is a claim for loss of income and business disruption. Having a CCTV system in place means business owners are able to take these issues to the relevant authorities and apply for compensation, or sometime just more consideration.

IN CONCLUSION

We all understand that CCTV is vital to capturing criminals of all persuasions, from outside vandals, to shop lifters, to employees with sticky fingers, but sometimes we can use this system in a positive way to assess how our promotional material is working, to see how our customers negotiate the various walk ways within the shop layout, or to make sure you are on the front desk before a customer rings the service bell.

We also can use these powerful tool for staff training and accountability, but whatever our reasons for enquiring in the first place, I hope that this eBook has helped you to think a little outside of the box when weigh up your options.

WHO ARE GLOBALVUE?

THE UK'S LEADING SECURITY CAMERA INSTALLERS OF NEW COMPREHENSIVE TECHNOLOGY FOR ALL SURVEILLANCE APPLICATIONS

GlobalVue is the CCTV installation division of Maxtag (UK) Limited. We are principally a national installer of Security Cameras and recording systems across many different markets.

We specialise in a number of areas including Retail CCTV, Hotel CCTV, School CCTV, Restaurant CCTV and Commercial and Residential property CCTV.

We have completed over 7000 installations across the UK over the last 15 years and have many clients to our name in each sector that we operate in.

We are specialists in Analogue, HD SDI and IP CCTV Systems and offer all our clients' advice tailored to suit their environment.

Our in house team of engineers are fully trained Security Camera Installers and bring the highest degree of professionalism to every installation.

Why not contact us for a free appraisal of your project

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