Let your store do more

Supporting the new role of convenience stores

Open up for more services

Today and in the future, convenience stores need to fulfill more than their basic functions as customers come with new needs and expectations. The modern convenience store will serve as a hub of services where customers come for click-and-collect, drive-thru purchasing, fresh deli counters, eateries, and more. Is your store ready to meet all these needs?

More security, sales, and savings

Make sure your convenience store is ready to transform into a service hub that's about the entire customer experience with customized services, the need for speed, and easy payment options. Beyond surveillance solutions that focus on security, Axis solutions can support automation in your additional services, so staff have more time for serving customers. Our cameras with analytics can help you sell more with targeted promotions and save more by reducing shrinkage. Read on to learn how Axis future-proof solutions can help your store do more.

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Use case scenarios for convenience stores

1   **Call for assistance**
Increase the safety of your staff by installing a cashier panic button that lets them call for assistance in vulnerable situations. This can trigger a speaker to play a voice message to deter the offender and allow remote staff to assist immediately and/or follow the scenario recorded by the camera.

2   **Detect human errors**
Identify when the cash register is open without a customer being present for a transaction. A camera with analytics will indicate/send an event when it is triggered by the register opening with no customer present. This could also be an audio alert or a bookmark in the system to view later.

3   **Play announcements and music**
Play announcements and music to customers and staff. By creating audio zones for selected speakers, you can broadcast triggered, non-triggered, pre-recorded, or live messages, and schedule these to meet your daily business needs. Background music can increase customer satisfaction and enhance your brand.

4   **Identify non-scans at self-checkouts**
Identify when a product has not been scanned or has been scanned incorrectly at a self-checkout. Axis cameras with partner analytics and integrated audio can detect these situations and trigger a voice message to remind customers to scan, to re-scan properly, or with other instructions.

5   **Deter offenders**
Deter offenders by having audio solutions in place to secure your premises. Sound detection can catch events that happen outside a camera's view by reacting to sounds of aggression, gunshots, and also vandalism such as breaking glass. The analytics can trigger alerts for responders to react quickly to prevent damage, but also protect lone-working staff who are at a higher risk of threats or violence.

6   **Avoid food and energy waste**
Assist store operations by detecting fridge problems to prevent food waste and avoid unnecessary energy loss. With a camera and analytics triggering alerts and audio messages to play "Please close the door", daily operations of the fridge are handled more efficiently.

7   **Target promotions**
Increase sales with clever usage of promotions by combining digital signage and audio with analytics. Axis analytics enable targeted marketing, with data informing promotions based on factors such as time of day and visitor frequency in certain zones. Cameras with analytics trigger promotions on a screen or through speakers.

8   **Verify access**
Run your store even with low staff levels or no staff at all supported by verified access through QR codes to registered store members. This gives you greater operational efficiency and enhances personal safety. The contactless approach using QR codes is also appreciated from a health and safety perspective.

9   **Support customers remotely**
Support customers via intercoms and your operation center if urgent help is needed during low staff or unmanned hours. This increases the daily operational efficiency and provides a good customer experience which can translate into more sales.

10   **Prevent break-ins and vandalism**
Detect loitering outside your store and prevent break-ins and vandalism after hours. With Axis cameras and partner analytics, you can track moving objects and trigger an event if they've been in an area for too long. Sending emails and live video streams alerts guards to take action.

Why Axis?

> Support for edge-based analytics to actively detect loitering, intrusion, sounds, protect privacy, and more

> A wide range of cameras and connected technology for any environment or lighting condition

> Smart technology features to optimize video quality, bandwidth, storage, and privacy shielding

> All-in-one network audio systems for multiple purposes

> Product safety features to ensure your system is always cyber secure

> Fully integrated video, audio, and access control solutions easily managed by AXIS Camera Station video management software

For more information, please visit www.axis.com/retail

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