

# Envysion Case Study

## The Problem

From small beginnings as a home-based business, Active Communications has grown into a successful retail franchise with locations throughout Colorado. President Anita Denboske built the company on the promise of friendly and knowledgeable staff. As the business grew, she worried that having multiple stores would compromise the intimate visibility and personalized customer experience she offered as a one-store operation. Looking to better understand daily operations, improve sales and marketing, tighten operating procedures and reduce loss, Active Communications reached out to Envysion to provide video-driven business intelligence™.

## The Solution

Active Communications wanted an easy-to-use video solution with seamless integration to their iQmetrix RQ4 platform. The company was also looking for a provider that offered cross-functional value – video would help to improve the efforts of departments across the company, not just for loss prevention and security. Using Envysion Insight, the only video-driven business intelligence™ tool that integrates to RQ4, Active Communications began to:

- Track and visually review key store performance metrics.
- Stack rank average sale per cashier to identify associates in need of sales coaching.
- Identify and share best practices of top performing sales associates.
- Audit high-risk transactions, such as refunds and discounts, for potential fraud or training issues.

## About Envysion

Envysion enables wireless dealers to improve performance by putting easy-to-use, video-driven business intelligence™ into the hands of the entire organization. Envysion created the Managed Video as a Service (MVaaS) model which transforms video surveillance into a strategic management tool that provides instant and unfiltered business insights to users across operations, loss prevention, marketing and human resources.



## Contact Envysion

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## Future Enhancements

Active Communications will continue to build and refine its exception reports based on ongoing needs. Particular areas of focus include improving sales, conversion and up-sell efforts, enhancing loss prevention strategies, and increasing operational efficiency.

To accelerate efforts, Active Communication will look to incorporate best practices from Envysion's customers in the wireless industry and other markets.

