

DTT BUSINESS TRANSFORMATION STUDY



At A Glance

Owner Name	Denise Braun
Company Name	B & D Enterprises
Operation	Auntie Anne's
Location	Raleigh, NC

Denise Braun has been an Auntie Anne's Franchisee for 11 years and manages her operations in Raleigh, North Carolina.

Key Challenges

- A large theft took place at one of my restaurants and we did not have any surveillance so could not investigate at all.
- With 60% of our business being cash, employees handle a great deal of it all day long, which can often be tempting. We needed to find a way to deter that temptation.

Why DTT was Selected

- 24/7 Customer Support.
- Reasonable monthly fee without large upfront cost.
- Most cost effective option.

Implementation Best Practices

- Be sure to strategically place all your cameras. For instance, I have 1 directly over my register, another over my safe and another over my back door, all key areas. Also make sure that you purchase enough cameras to cover the whole store.
- Make sure your employees know they are being recorded. My monitor is visible to employees as they walk in the door and serves as a constant reminder that I see what they are doing. It keeps them on their best behavior while also making them feel secure.

Financial and Strategic Benefits

- Significant decrease in daily cash shorts. We have gone from seeing discrepancies of around \$25 per day to less than \$1.
- Overall we have noticed a major difference in what we can reconcile with cash and credit.

The Auntie Anne's Experience (Phone Interview)

I have been a DTT customer for almost 3 years and seen great results. The installation was great at both stores. The installer spent a great deal of time showing me how to program and troubleshoot my system, which I really appreciated. The Support group is very good too and knowing that you can call someone anytime is huge. I know I can reach someone right away during my operating hours; and, if I do need to leave a message, my calls are always returned. The people are pleasant over the phone and all tickets are always resolved.

For me, one of the most important elements that DTT has provided is audio monitoring. When you work in a mall environment you often face very challenging customers and with DTT I can listen to the interactions between my employees and customers when necessary. If I receive a customer complaint I can go back and review the video and audio footage to find out whether the incident was customer or employee oriented. I recently received a call from a customer saying that my Assistant Manager was rude to her. Upon reviewing the video and audio, it was evident that the customer actually initiated the argument. In situations where one of my employees does something wrong, I offer cards for free product to the customers involved. I know that word gets around and people talk so it seems that this customer was just looking for free product! Overall, this system has been a real boost for employees because they know I won't wrongly accuse them and can also praise their efforts at appeasing distraught customers.

The audio piece is an excellent monitoring tool for customer service as well. It helps me find out if we are being friendly and treating customers well and also to ensure that employees are up-selling. With DTT, I can more appropriately evaluate my staff – in both positive and negative scenarios.

Reviewing footage with my staff has become a valuable learning experience. We recently had an encounter with a scam artist who managed to get away with not paying for his purchase and also getting change back! He initially handed the cashier a \$100 but took it back at some point during the transaction without my cashier noticing. Because of that incident we no longer accept \$50 or \$100 and the problem has almost dissipated. Without DTT I would have suspected that my employee stole the money but because I was able to review the video and audio I had proof of what exactly happened. Though it was an expensive mistake, it thwarted many future mistakes from occurring.

One issue we faced very frequently before installing DTT was theft of product by employees. It really adds up – you can lose so much money from theft of product. Now we monitor it very closely to make sure that employees are not giving away food to friends or taking it home. Once an employee is terminated for this type of behavior it is great incentive for other employees because they know they can't get away with it.

Also, employees seeing themselves on the monitor everyday serves as a reminder that they are being closely watched so helps to deter bad behavior. If there is a lull during the day, employees need to take advantage of it. They should be cleaning counters, wiping cabinets, washing dishes, stocking up on straws and cups, etc. With DTT I can be sure that they are taking advantage of that free time so that they are ready to go during times of high traffic.

Finally, my DTT system integrates with my POS. This means that I can review every transaction as it occurs, which is another very valuable monitoring piece.

I recently moved about 3 hours away from my restaurant so I can't be there on a daily basis. This has made DTT more important to me than ever before. It is the most cost effective surveillance solution for increasing profits.

Denise Braun, Owner/Operator

About Auntie Anne's®

Auntie Anne's® is the world's largest hand-rolled soft pretzel franchise known for mixing, twisting, and baking pretzel products to golden brown perfection in full view of customers. With a variety of snack and meal options for people on-the-go, Auntie Anne's is a popular quick-service restaurant that can be found in shopping malls, airports, train stations, and colleges/universities. It currently operates nearly 1,100 stores around the world. Headquartered in Lancaster, PA., Auntie Anne's has more than 300 franchisees in 44 states and 22 countries, which includes the United States, Bahrain, Mexico, Canada, China, Egypt, England, Greece, Honduras, Ireland, Japan, Kuwait, Philippines, Saudi Arabia, Singapore, Taiwan, Thailand, United Arab Emirates, Indonesia, Malaysia, South Korea and Venezuela. Go to www.auntieannes.com to learn more.

About DTT Surveillance

Headquartered in Los Angeles, California, DTT provides Digital Video Surveillance solutions for the Restaurant and Hospitality industries. DTT was founded in 1999 by Sam Naficy, leveraging the power of emerging digital technology to support the needs of a broad base of clientele. Since first launched, DTT has equipped, serviced and supported more than 25,000 clients. Every day, software provided by DTT protects trillions of dollars in assets and oversees nearly 2 million employees. Some of the world's most popular and respected restaurant brands use DTT including McDonald's, Subway, Burger King, Dunkin Brands, TGIF, Taco Bell, KFC, Baja Fresh, Focus Brands, and Dairy Queen, to name a few. Please visit www.dttusa.com for more information.