



Need

Headquartered in Monterrey, Mexico, Oxxo is the largest convenience store chain in the region with over 16,000 locations spread across Latin America. While looking to upgrade their security system, Oxxo also saw a need to improve customer service, retention, and business operations across all of its convenience stores. Oxxo began to look for a solutions provider whose products could deliver both a security and business intelligence value.

Solution

Oxxo was first introduced to Louroe Electronics in 2014 in a meeting facilitated by the U.S. Consulate in Monterrey, Mexico as part of a trade mission with then U.S. Secretary of Commerce Penny Pritzker. Over the next several months, Oxxo reviewed and tested Louroe's audio monitoring solutions. Impressed by the sound clarity, Oxxo selected Louroe's VeriFact A® microphone for deployment in its stores.

Oxxo uses the audio captured by the VeriFact A® as a tool to evaluate store operations and service initiatives, ensuring staff are up-selling customers on offerings, such as paying their utility bill in a store and adding minutes to their cell phone plan. With a verbal record, Oxxo staff can know when an employee shows exemplary service, uses the correct selling techniques, or when an employee needs additional training. Using this data from the security system to improve customer service has led to an increase in returning customers, positively impacting Oxxo's bottom line.

Featured product



VeriFact A

VeriFact® A is an omni-directional, low output impedance, electric condenser microphone with built-in preamplifier for producing line level audio output. The VeriFact® A captures an exceptional quality of sound, a wide frequency response and has exceptional durability. VeriFacts® in the field have been known to exceed 15 years of continuous operation.

Results

In March 2018, Oxxo installed the VeriFact A® across 4,000 locations and plans to install the solution in as many as 16,000 total locations over the next three years. The microphones were installed above point-of-sales terminals and integrated with surveillance cameras, enabling the transmission of both audio and video to remote monitoring centers for forensic evaluation of incidents and to review operational procedures. The convenience retailer uses audio for loss prevention purposes to identify instances of both internal and external fraud.

For Oxxo, Louroe microphones have provided value beyond the initial security technology. Not only can remote operators in monitoring centers or Oxxo corporate staff better understand any issues that may arise, but they can also analyze customer-employee interactions. This new capability enables improved training, with direct individualized feedback for employees so that they may perform better in their role.

Audio provides a direct benefit for both incident management and business operations. With audio alongside surveillance video, security staff can know what truly happened in any given situation. Omitting audio from a system leaves many situations unresolved, leaving a company open to liabilities. By gaining the ability to not only see situations, but hear them as well, Oxxo can better protect themselves against these possible claims while concurrently improving their sales and customer experience.

Louroe is represented by Latin America Rep Group (LAR). For more information about Louroe solutions, contact LAR at info@larepgroup.com or email sales@louroe.com.