



‘THEY ARE MY EYES’

How Algenys Helps Trampoline Park Owner Improve Business Outcomes

By Mike Putnam, Ph.D.



Boost Profits With Algenys’ Human + Technology Hybrid Surveillance Camera Monitoring Service

- Cost-effective solution monitors your business through surveillance cameras, so you don’t have to
- Improves business processes and training
- Increases customer safety and level of customer service
- Helps evaluate employee performance
- Increases employee diligence and reduces negligence

“Once my employees know we’re paying to have the cameras monitored, it’s a strong deterrent.”

— Charlie Hartmann¹, owner of the trampoline park

“Less than 1% of all surveillance video is watched live,” and only a small fragment is watched later. This according to a study by IVMP, a trusted source for objective research about video surveillance technology.²

Charlie Hartmann, owner of a well-known franchise of trampoline parks on the eastern seaboard, confirms this from his own experience: “I definitely want to know what’s going on when I’m not there,” he said. “I have security cameras, but who has the time to monitor them on a regular basis?”

Algenys, a video surveillance technology company, offers an innovative solution. “First, we use proprietary software to sift through thousands of hours of video to identify events of interest,” said Eric Nepo, CEO and founder of Algenys. “Then our highly-trained human agents process and describe those events as only humans can.” He calls it a “Human + Technology Hybrid” approach.

“Algenys’ system helps me monitor my business in an efficient and cost-effective way,” Mr. Hartmann said. “They are my eyes.”

¹This business owner preferred to remain anonymous, so his name has been changed.

²Honovich, J. (2015, August 19). *Live Video Monitoring Usage Statistics*. IPVM. <https://ipvm.com/reports/live-video-monitoring-usage-statistics>. See also: Molken, G. (2018, January 10). *What % Of Recorded Video Footage Is Never Used / Looked Upon?* IPVM. <https://ipvm.com/forums/video-surveillance/topics/what-of-recorded-video-footage-is-never-used-looken-upon>



SECURITY IS JUST THE TIP OF THE ICEBERG

When people think of their surveillance cameras, they think security. Clearly, there are plenty of companies that will watch monitors looking for crime. And in the beginning that's what Mr. Hartmann wanted: "Prior to Algenys we did have theft and it made me wonder how much we had missed. That's the reason we put this into place."

But security is just the beginning. "Think about it," said Mr. Nepo, "every camera is actually recording a LOT more business-related activities than crime." Whether people are making widgets in a factory, providing customer service in retail, or monitoring customer safety in Mr. Hartmann's trampoline park, there are protocols, customer service standards, and other aspects of business that have to be followed.

Sometimes staff does everything right, but sometimes they don't. "We are the eyes of the business owner that they trust to verify and report what's being done and how it's being done," says Mr. Nepo. Indeed, Algenys is the only service where real humans monitor your cameras and provide business reports.

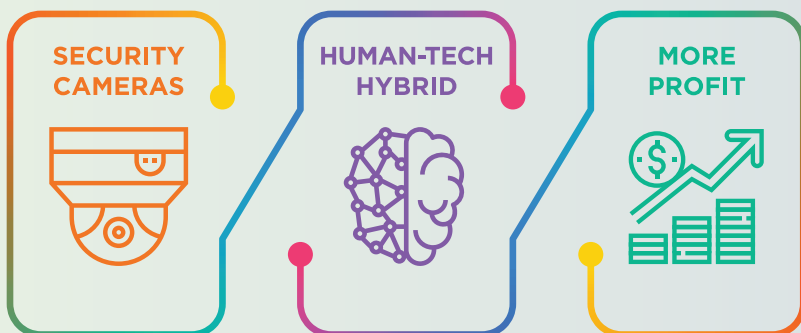
For Mr. Hartmann, identifying petty theft was important, but the benefits of the system quickly morphed into something much more valuable. The real contribution that Algenys

makes is business information. "Now most of what we gain is procedural and safety information which is extremely valuable to me," Mr. Hartmann said.

Algenys collaborates with business owners so agents can quickly identify potential problems. In the trampoline parks, for example, each trampoline needs a monitor to insure customer safety. One problem Algenys identified early on was that employees were socializing rather than monitoring trampolines. "We had nine monitors standing in one place, what good is that?" Mr. Hartmann said. "We saw that quite a few times initially."

Like any business owner, Mr. Hartmann can't be present 24/7, so he relies on supervisors. But luckily Algenys is supervising the supervisors: "It turned out that our team leads get distracted and start to socialize too." One important feature is that Algenys' agents can identify employees by name, so "those team leads are no longer with us and we have better people who know the rules."

Algenys has even pointed out things that Mr. Hartmann hadn't imagined. "I focus on employee behavior," he said, "but Algenys has pointed out that some customers are causing problems too." It turns out that customers were sometimes congregating in areas where they became an impediment to jumper safety.



"Algenys fits right into what I do as a business owner to improve and succeed."

— Charlie Hartmann, owner of the trampoline park



“It’s hard for our prospects to imagine what they don’t know, but once they see what we can do for them, we stay hired.”

— Eric Nepo, Algenys CEO & Founder

“We’ve since put procedures in place to prevent that,” Mr. Hartmann said.

“It’s hard for our prospects to imagine what they don’t know,” said Mr. Nepo. “But once they see what we can do for them, we stay hired.”

‘THE PROOF IS IN THE RESULTS’

“In my business,” Mr. Hartmann said, “I could not get away without Algenys.” Since he has improved his park’s processes and training, the number of incidents “has gone down significantly. I’ve seen the change. In the initial stages, say there were ten incidents, now there are a couple of minor issues on average. It’s working—the proof is in the results.”

Another added value is the fact that Mr. Hartmann’s employees have started to change their behavior in response to the increased level of supervision. “Once they know we’re actually paying to have the cameras monitored, it’s a strong deterrent,” he said.

Mr. Hartmann compares Algenys to an insurance policy. Clearly, the risk of customer injury is real in the trampoline park business. With Algenys, he is increasing employee diligence, going the extra mile to decrease negligence, and helping ensure the safety of his customers, while increasing the quality of customer services.

After achieving results like these, some people might think they could cancel the service. But Mr. Hartmann disagrees: “My employees are simply better when they know we’re watching. Also, I need to continue to reinforce training and monitor these issues so I know things are running smoothly. This service is insurance.”

“I take a very hands-on approach to my business,” said Mr. Hartmann. “Some people might not do that. They don’t know about problems and they don’t care. But I care. And I want to know. Algenys fits right into what I do as a business owner to improve and succeed. This is just a no-brainer for me.”

READY TO INCREASE YOUR BOTTOM LINE?

*Get in touch for a **FREE** trial!*

800-429-0982 | info@algenys.com



“Business owners quickly realize how much money they’re saving when they begin to use Algenys’ service.”

— Eric Nepo, Algenys CEO & Founder