THE HOSPITALITY PROFESSIONAL'S GUIDE TO IMPROVING OPERATIONS MANAGEMENT, GUEST EXPERIENCE, AND PUBLIC SAFETY WITH VIDEO CONTENT ANALYTICS

=BriefCam

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INTRODUCTION

NEW INTELLIGENT VIDEO SURVEILLANCE APPLICATIONS FOR HOSPITALITY PROVIDERS

To better serve their existing clientele and attract new guests, hospitality professionals must provide inviting and safe environments with top tier service and excellent amenities that satisfy their guests and entice them to return again and again. Hospitality venues such as casinos, cruise ships, theme parks, museums, conference centers, and stadiums must juggle all these priorities and more, while always considering ways to optimize operational efficiency, security, and evolving industry compliance requirements.

To drive safety, effectivity, and efficiency, hospitality organizations can turn to a number of technology options. Video surveillance systems are one commonly used solution, primarily for security. This can include collecting forensic evidence for accident or incident investigations as well as remotely monitoring various facilities and spaces, protecting against theft or crime, and responding to emergency situations. Security surveillance is important for many businesses, but it offers limited value on its own: Because video networks require manual operation, observation, analysis, and response – and because most CCTV networks produce overwhelming volumes of video footage – most video is never reviewed or utilized. To do so would require extensive manpower and time to review and live monitor feeds.

IT IS CRITICAL FOR HOSPITALITY PROVIDERS TO LOOK BEYOND THE TRADITIONAL SECURITY USES OF VIDEO SURVEILLANCE.

There is a wealth of valuable information generated from video data that can be used to address a variety of business challenges and opportunities. Complementary intelligent video technology empowers hospitality organizations to access that intelligence, using AI-backed deep learning to process video. Advanced object detection, identification, and recognition, as well as classification, enable video object metadata to be indexed and leveraged for rapid video search, alerting, and analysis for extensive applications.

VIDEO ANALYTICS FOR HOSPITALITY & ENTERTAINMENT

In the highly competitive hospitality industry, it is essential to have accurate, useful information about what common trends occur over time, what is happening in real-time, and what transpired in the past. Executives and managers need quantifiable information, in real-time or post-event, which not only helps them respond quickly to present situations, but also enables data-driven future planning.

Video intelligence software aggregates long term data so that marketing, operations, guest experience, facilities management, and other departments can generate reports and evaluate site-wide or multi-site behavioral or traffic trends. When data is aggregated and visualized for easy analysis, operators can pick up on key patterns and norms. Once the norms are defined, operators can configure alerting logic to trigger real-time alerts for irregular behavior – such as crowd and queue formations – are detected. In addition to long term planning and real-time response, video analytics streamlines video investigation when unforeseeable and unpreventable events occur: Manual review of footage requires time and highly astute human observation, but with video analytics operators can quickly and accurately search and filter video to pinpoint relevant footage and evidence for forensic investigation.

EMPOWER HOSPITALITY VENUES

This ebook explains how leveraging video surveillance investments for actionable, quantifiable business intelligence for enhancing guest engagement, encouraging guest loyalty, optimizing guest amenities, and ensuring compliance with health and safety guidelines. Continue reading to discover how video intelligence benefits not only security teams, but many other organizational stakeholders, including guest services, tenancy sales, marketing, human resources, and operations.

ENHANCE THE GUEST EXPERIENCE AND VISITOR SATISFACTION

CROWD CONTROL AT ATTRACTIONS, CONCESSIONS, AND STORES

With granular heatmaps and dashboards that visualize and quantify visitor and vehicle activity detected in video, hospitality operators can easily analyze traffic, footfall, demographic, navigation, dwelling and loitering trends. These aggregated video analysis reports help managers determine whether traffic hotspots are popular attractions or problematic bottlenecks. With these reports they can understand what causes crowding, prepare for expected peak traffic, and reconfigure venue layout, staff deployment, or signage to deliver smooth and seamless traffic flows, controlled queues, and positive guest experiences.

Based on these trend reports, analytics operators can create customized alerts to quickly notify managers in real-time when irregular situations occur, such as the formation of crowds or long queues. Rapid response from customer service, operations, or security staff to prevent or resolve problems is critical to the guest experience.

TOP TIER SERVICE AND GUEST ENGAGEMENT

Of course, engagement is not limited to queue and crowd control alone. Effective and attentive interactions with customers are fundamental to ensuring guest satisfaction. This is why it is important for operations managers to be able to differentiate between staff and visitor traffic and easily identify staff-specific trends. For example, if video tracking indicates that employees tend to congregate in certain locations or at certain times, they can be coached to spread across the venue to more effectively provide services to guests. In the same vein, granular insight into unique, bounced, and return visitor traffic – that excludes staff – can help operators critically analyze their offerings and optimize them. Higher traffic and frequent return visits to a particular venue, concession, or display can be an indication of guest satisfaction, and help hotels and hospitality venues deliver better services for more personalized guest experiences.
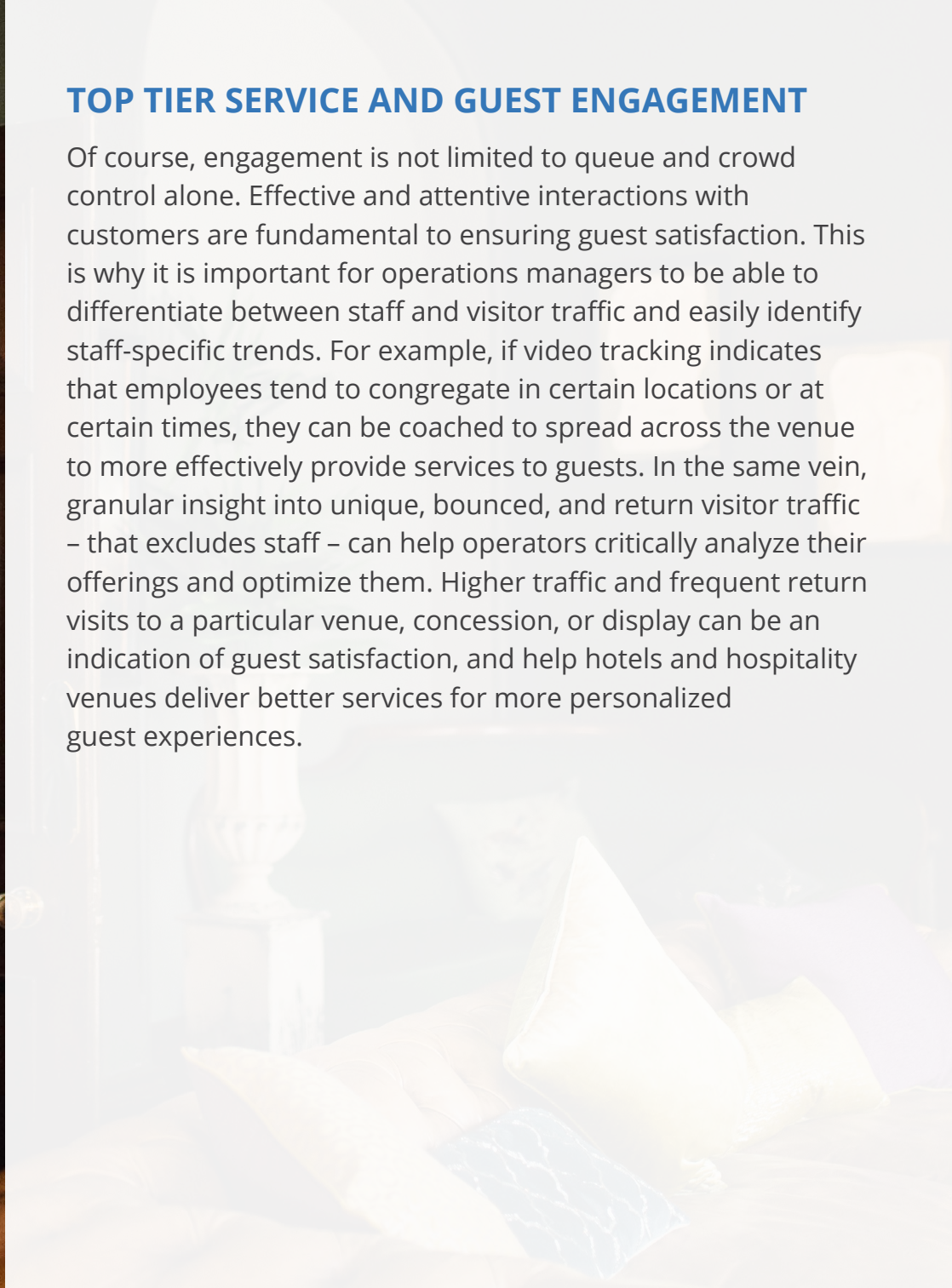
DRIVE TENANT AND MERCHANDISE SALES

DATA-DRIVEN BUSINESS DEVELOPMENT

A major contributor to guest satisfaction is the amenities, stores, and services offered at a hotel, casino, or theme park. Beyond their importance for the visitor experience, these offerings are key to driving revenue. Therefore, it is important for hospitality sales professionals to identify the optimal tenants and provide them value. Not only must hospitality operations managers satisfy their guests, but also the tenant businesses that drive the enhanced experiences a facility wants to deliver. With video analytics technology, business development teams can strategically and successfully approach both of these KPIs.

For any business looking to rent space and set up operations in a hospitality venue, understanding the property value is key. Video analytics technology enables hospitality venues to provide tenants with detailed footfall and traffic reports to illustrate the number of unique, bounced, and return guests to spaces around a facility and demonstrate the value of a property. This is helpful both for renting space as well as providing ongoing insight as to whether the business or facility is attracting guest traffic and engagement: For instance, path heatmaps can be used to show how guests typically navigate the venue, and which amenities or attractions are the most (or least) appealing to them. Likewise, dwelling visualizations can indicate how much time guests typically spend in various areas of a facility.

VIDEO REPORTING MECHANISMS PROVIDE CRUCIAL BUSINESS INTELLIGENCE

These and other similar video reporting mechanisms provide the crucial business intelligence that planners and business development professionals need to optimize facility layout, plan attractions or events, and recruit tenant businesses. It can be used to inform and justify property pricing decisions and identify whether businesses could be improving revenues and traffic results in alternative spaces, based on demographic, traffic, and activity intelligence.

OPTIMIZING GUEST AMENITIES AND ATTRACTIONS

For the hotel, casino, cruise ship, or theme park, the same reports can be used as a basis for optimizing venue layout and adjusting marketing efforts to ensure that the venue is reaching targeted audiences and delivering satisfactory services to guests, including appealing eateries, stores, and amenities. The quantifiable data video intelligence delivers about guest demographics, facility navigation, and popular amenities and attractions – as well as peak visitor times – helps hospitality operators streamline operations and understand guest needs and preferences on a granular level.

INTELLIGENT MARKETING & ADVERTISING

Guest demographic statistics can also deepen a venue manager's understanding of which target audiences are being reached and which marketing campaigns, advertisements, and services are most attractive to them. This demographic data drives both campaign planning, as well as optimized and expanded reach through offerings, attractions, and events.

DRIVE OPERATIONS EFFICIENCY AND HEALTH AND SAFETY COMPLIANCE

OPTIMIZING LAYOUT AND SPACE UTILIZATION

Visual heatmap reports indicate which areas in your facility are popular and which areas experience problematic crowding. This usage data allows operations managers to uncover inefficiencies in site navigation and revise layouts, or improve staffing and signage to optimize the flow of traffic throughout a venue. By maximizing space utilization based on actionable and quantifiable insights, operations managers help to deliver better guest experiences.

USAGE-BASED FACILITIES MAINTENANCE

Operations managers have a responsibility to maintain clean and functional facilities and to comply with public health and safety standards. Traditionally, facility maintenance is based on a routine timetabling; however, managers can improve efficiency and create a cleaner environment for guests and visitors by dynamically directing maintenance efforts based on facility usage. Video analytics software can be leveraged to track visits to a pre-defined space, so that managers can see usage trends over time and plan maintenance according to historic usage. It is also possible to trigger a real-time, rule-based alert to notify maintenance managers when a threshold has been reached and maintenance is required, so managers can assign maintenance staff on an as-needed basis.

IMPROVE COMPLIANCE WITH OCCUPANCY LIMITS AND HEALTH SAFETY MANDATES

Similarly, to help managers know their building or property occupancy in real-time, video analytics systems offer people-count alerts to notify managers when pre-defined occupancy thresholds have been exceeded in different spaces. Alternatively, video analytics systems can track occupancy levels over extended periods of time to give managers actionable date regarding whether the venue consistently complies with occupancy limits.

Furthermore, given that health mandates such as face masking and social distancing are now often required, especially in the hospitality industry, it becomes imperative for management teams to track how many employees and guests comply with such mandates. Video analytics systems can detect social distancing, via proximity identification, and they can detect the presence or absence of face masks. To prove compliance for auditing purposes, video analytics operators can aggregate this data over time so that management teams can review health and safety mandate compliance over extended time periods.

VIDEO ANALYTICS AS A FORCE MULTIPLIER FOR SECURITY TEAMS

INCREASED REAL-TIME SITUATIONAL AWARENESS

Much like operations staff, security personnel cannot be everywhere all at once, and video analysis is a strategic tool for achieving situational awareness. Video analytics software can act as a force multiplier by notifying system operators through a variety of real-time alerts when certain behaviors or situations occur that may require security assessment and intervention: Lighting changes or excessive people or vehicle dwelling may indicate a security breach, and queue or crowd formations may indicate staff shortages. In both scenarios, with video data-driven alerting, relevant decision makers can be notified and informed to direct the appropriate response in a timely manner.

ACCELERATED POST-EVENT INVESTIGATIONS

Video surveillance captures incidents that need to be investigated, including shoplifting, employee theft, workplace injuries, customer complaints, or harassment claims. BriefCam video analytics solutions can accelerate video review by empowering operators to filter video with speed and precision across multiple cameras, so security teams can focus investigations only on relevant information and quickly find evidence. Rapid review of post-incident footage can be leveraged to validate claims or clear false claims, reduce litigation, and better understand incidents.

ANALYZE DATA ACROSS MULTIPLE VENUES

Furthermore, for hospitality companies that operate a chain of facilities, video analytics can aggregate any of the above-mentioned business intelligence reports across the chain, to enable executive managers to compare trends and KPIs at various properties. They can also centralize security management by notifying the analytics operator at corporate headquarters when real-time alerts are triggered in any location, and they can receive reports of those real-time alerts, aggregated across multiple locations over time to get accurate data about security issues.

IMPROVE STAFF MANAGEMENT

WORKPLACE SAFETY ANALYSIS, RESPONSE AND INVESTIGATION

Hospitality staff managers and their colleagues in human resources are responsible for ensuring employee safety, optimizing staff productivity, investigating workplace claims, and mitigating risks and costs, such as worker compensation claims. Video analytics software extends the value and utility of video surveillance investments to accomplish those objectives, as well.

To improve workplace safety and proactively monitor safe habits and behaviors, analytics operators can configure rule-based, real-time alerts to notify operators when certain conditions occur. For example, to prevent theft or accidents, a video analytics system can be configured to alert when people are detected in an area that is normally off-limits. A system can also monitor occupancy throughout a building or a certain area and trigger an alert if a pre-set occupancy threshold has been exceeded. Similarly, worker safety can be improved by notifying system operators of a lone worker scenario or an excessive number of persons in a loading area as well as for tracking.


USING ANALYTICS TO SEARCH THROUGH VIDEO FOOTAGE WITH PRECISION AND SPEED

Management teams can more quickly investigate staff incidents, such as harassment claims or accidents on the job. For example, video analysis can be used to detect proximity between people, which can help human resource professionals investigate whether an employee under investigation for harassment was ever in close proximity to the claimant. Improving incident investigations in this way helps managers to either validate claims or clear false claims, which may reduce litigation cases and costs.

SUMMARY

Video content analytics software is a powerful way for a hospitality organization to leverage its investment in video surveillance. By harnessing video data, comprehensive video analytics software enables users to rapidly review footage, attain situational awareness, and gather business intelligence, at individual venues and across a chain of venues. The multiple functions of video intelligence software offer hospitality organizations numerous ways to gather valuable information that can be applied to enhance guest satisfaction and loyalty, optimize guest amenities, manage traffic flows, optimize venue layout, ensure compliance with health and safety guidelines, improve security, and drive revenue.
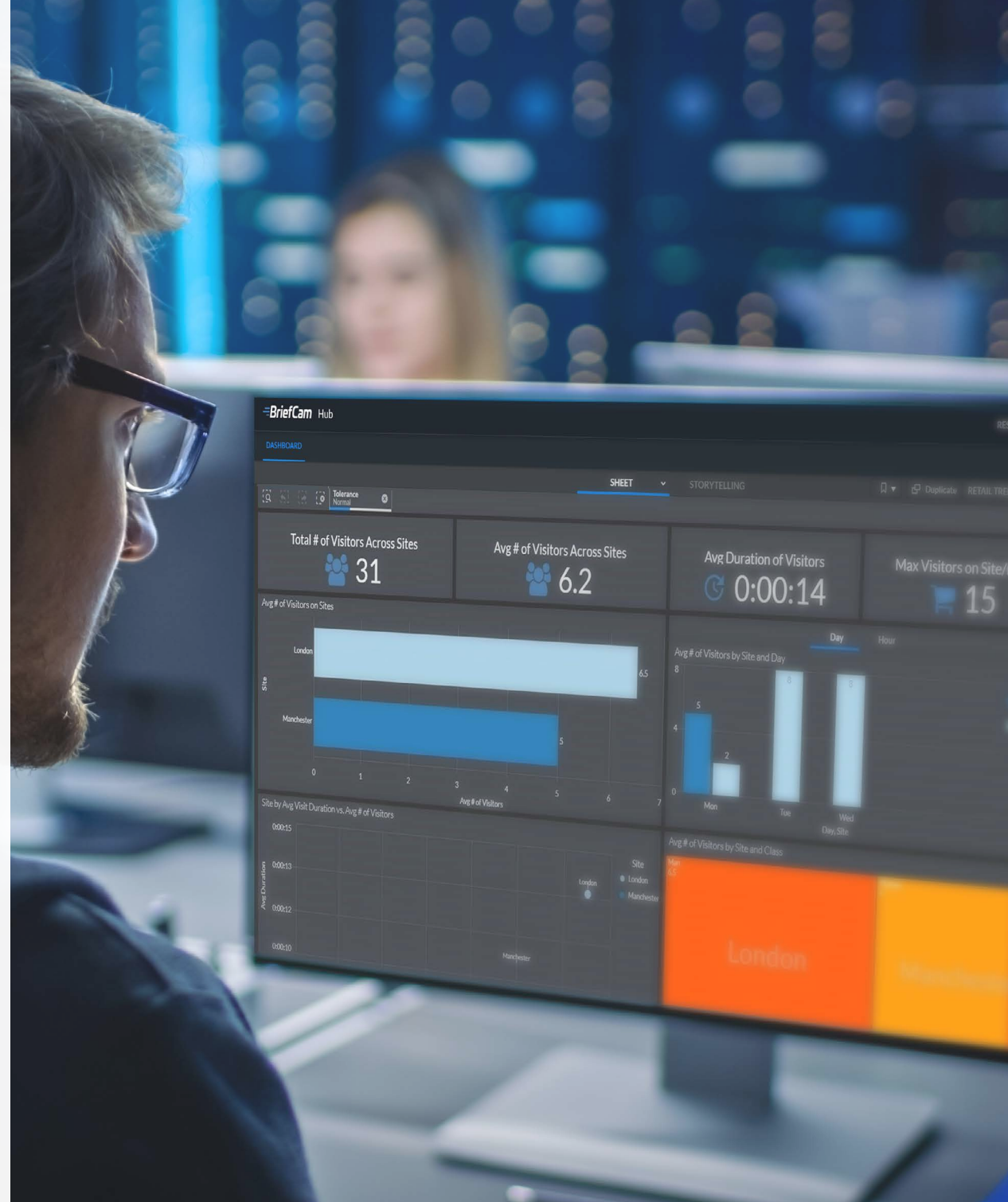
ABOUT BRIEFCAM®

BriefCam® is the leading provider of video analytics software that enables people, companies, and communities to unlock the value of video surveillance content. Delivering accurate, flexible, and comprehensive solutions, BriefCam's video analytics platform provides valuable insights for accelerating investigations, increasing situational awareness, and enhancing operational intelligence.

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