



# Empowering Stores



## Pro-active Customer Service

**Civic Video is a leading brand in the entertainment market, renting and retailing movies and games throughout its 57 stores from Dunedin to Kerikeri. All but three are franchised stores with libraries that vary in size from 500 to 50,000 units. The brand has operated in New Zealand since December 1998 and is still expanding with the latest additional opening a store in Napier earlier this year.**



## The Challenge

The potential for loss through theft is always high for companies operating in the entertainment rental business, and recommending the right security product for franchisees is high priority for Civic Video Franchise Business Manager, Jason Lowery.

“Our business owners are making a large investment in their stock and they need to be confident of the protection offered by the security products we suggest,” says Jason.

From the earliest days, most Civic Video stores were using a lockable box security system - but the system in place was ceasing to deter thieves. Increasingly, staff were finding boxes had been tampered with and thefts were increasing. It was clear the company needed to look at alternatives. Any new system had to be secure enough to give business owners the confidence to keep their collections ‘live’ - that is, with the discs and original boxes on display - and offer value for money.

“Our franchisees need to know about the best products available to protect their stock, but cost is always important,” says Jason. “Some of our store owners are buying up to 400 security boxes a month,” he says.

As Civic Video began to look at what was on the market to recommend to franchisees, there was one company that stood out for its wide range of products and pro-active customer service - Leading Solutions.



# The solution

## ONETIME & D-CASE SYSTEM

### In summary...

With responsibility for franchisees at the core of his role, Jason needs to be confident of the recommendations he makes to owners investing in the company's business. Leading Solutions won his confidence by providing extraordinary customer service and a wide range of cost-effective security options, future-proofed to meet changing needs.



**D-Case System**



**OneTime System**

### The Solution

With the D-Case Security System, including optional extras for increased security and the OneTime range which incorporates Blu-Ray cases, Leading Solutions offered Civic Video a broad choice of future-proof products to take to franchisees.

"Leading Solutions had everything we needed, plus they seemed to keep ahead of changes in the industry by introducing new products to meet new needs," says Jason. "And their customer service level sets them apart in the industry," he adds.

Jason recommends, with complete confidence, the security products and customer service offered by Leading Solutions.

### The Result

To date, around 75 per cent of store owners have opted to protect their stock through Leading Solutions. Stores that converted very quickly experienced a drop in theft giving most store owners the confidence to follow Civic Video's company-wide recommendation of live displays.

"This policy is a crucial part of our own customer service," says Jason. "Having the DVD and game discs already in the boxes really speeds up transaction time at the counter and enables staff to maintain contact with the customer without turning their back to search for discs stored behind the counter."

All of the Civic Video franchisees that use Leading Solutions have established their own strong relationships with the company.



"Finding all those features together, in a one-stop shop offers real convenience," says Jason.

