EBOOK

# QSR Best Practices Guide

Maximize Your Safety & Profitability with
Hanwha Vision AI Video Surveillance Solutions

Hanwha Vision

## CLICK HERE TO GET STARTED TODAY

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Hanwha

Hanwha Vision is a subsidiary of Hanwha Group

Seeing + Understanding = Succeeding

Create real competitive advantage in your franchise

- Improve CX
- Increase operational efficiency
- Enhance organizational safety
- Minimize risks
- Seize opportunities

Deploy end-to-end solutions for your comprehensive franchise environment

- Kitchen operations
- Front-of-house operations
- Outdoors

Make the Hanwha Vision difference work for you

- Proven QSR Experience
- Integration
- Cybersecurity
- Sustainability
- Manufacturing and supply chain excellence
- The Power of Hanwha Group

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Hanwha Vision

# Seeing + Understanding = Succeeding

Today's intelligent video surveillance cameras offer a level of clarity and insights that was unheard of five years ago. Along with bolstering security, they can help deliver key insights to improve every part of your franchise operations.

It's time to **TURN THE TABLES** on your QSR video surveillance strategy.

It's time to **MOVE BEYOND** basic building security.

It's time to **MONETIZE and DRIVE GROWTH.**

And, Hanwha Vision is here to help. With a guide that offers best practices for today's AI Video Surveillance Solutions, plus so much more.

- Learn how you can create real competitive advantage in your franchise.
- Deploy Hanwha Vision's end-to-end solutions for your comprehensive environment.
- Learn how you can make the Hanwha Vision difference work for you.

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# Create real competitive advantage with Hanwha Vision

## It's time to DEMAND MORE. And, get MORE.

Gone are the days of settling for QSR video cameras acting as low–budget security officers and recording foot traffic for historical records.

Today's video surveillance systems are at the forefront of proactive organizational operations in the modern quick service restaurant, offering a variety of benefits via vision, AI, intelligent audio, and integrated VMS technologies.

Done right, video surveillance solutions deliver insights to:

- Precision monitoring for excellence in team execution
- Targeted staffing improvements
- Stats and analysis that support business optimization
- Next–level security and safety for your staff and customers

But, the value you crave is far from a given. It takes domain expertise, innovative components, and easy integration. It also takes a focus on ensuring a real franchise competitive advantage by:

- Improving CX
- Increasing operational efficiency
- Enhancing organizational safety
- Minimizing risks
- Seizing opportunities

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# Improve your CX

Top priorities for QSR customers in a recent survey were taste (49%), speed (47%), and convenience (45%).

https://www.nrn.com/quick-service/a-look-at-the-most-frequent-qsr-customers-and-what-drives-their-frequency

Across sectors, overall customer experience is the number one predictor of customer loyalty and repeat business. But in the QSR environment, just about everything counts as experience. You have to be good, accurate, and well, quick.

Look to your video surveillance solution to help you:

- Understand customer preferences and pain points
- Reduce wait times for in-store and mobile ordering
- Track and analyze customer traffic and order accuracy

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# Increase operational efficiency

The average profit margin per location for a QSR is between 3% and 5%.

https://pos.toasttab.com/blog/on-the-line/average-restaurant-profit-margin?srsltid=AfmBOopQ3IVmPnbb91oGduwo_I_SolP22XwBA3nPGlhXC6A4jnJgc7VE

With profitability tight in the QSR environment, all facets of your business must be consistently evaluated, calibrated, and recalibrated. Because whatever you can do efficiently, well, and affordably will go back into your bottom line.

Look to your video surveillance solution to help you:

- Track and analyze service times
- Identify delivery bottlenecks and pinpoint sources of service degradation
- Understand and improve store layouts and ordering options

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# Enhance organizational safety

In a recent survey of QSR operators, 54% of respondents said they needed help in maintaining a strong food safety culture.

https://www.nsf.org/in/en/knowledge-library/top-perceived-food-safety-risks-qsrs-restaurants

While there is a lot of confusion and a bit of overlap between safety and security, the former is about protecting people and property from harm. And in QSRs, that means active monitoring and defense of your people, processes, and equipment.

Look to your video surveillance solution to help you:

- Proactively identify and address potential fires, leaks, and spills
- Support compliance with food safety and handling procedures
- Rapidly recognize slip-and-fall exposures

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# Minimize risks

A study on QSRs in California, USA found more than 77,000 accounts of violent or threatening incidents over a 4-year period.

https://www.sacbee.com/news/equity-lab/article256390407.html

QSR security starts in the parking lot, walks through your doors, and ping pongs from one end of the store to the other. And, no detail is too small, and nothing can be overlooked in your quest to neutralize hazards and danger.

Look to your video surveillance solution to help you:

- Precisely detect threats in real-time
- Trigger appropriate incident response and post-event tracking and reporting
- Prevent issues that come from overcrowding

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# Seize opportunities

*QSR Magazine*'s 2024 report found that innovation experiences outperformed legacy experiences in 7 out of 10 brands.

https://www.qsrmagazine.com/story/the-emerging-experience-of-restaurant-innovation-new-report

While the quick service industry is nearing $500B in the US, your market share greatly depends on your ability to set yourself apart. Because the only thing bigger than your opportunities are your competitive pressures.

Look to your video surveillance solution to help you:

- Create better dining experiences for segmented targets like young families and seniors
- Understand best-performing and least-effective marketing tactics, promotions, and menu items
- Ensure preferred behaviors for staff-customer greetings and interactions

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# Deploy end–to–end solutions for your franchise comprehensive environment

Fully customizable **Hanwha Vision** AI Video Surveillance Solutions provide vision, AI, intelligent audio, VMS technologies, domain expertise, and easy third–party integration to help you maximize your safety and profitability throughout your franchise locations, including:

- Kitchen operations
- Front–of–house operations
- Outdoors

**Hanwha Vision** AI Video Surveillance Solutions deliver end–to–end value via:

- Precise monitoring of everything from cleaning schedules to inventory levels to equipment usage
- Staffing improvement data around uniform usage, food handling procedures, and task efficiencies
- Stats and analysis to monitor and optimize order accuracy, store occupancy, and employee productivity
- Security and safety covering your perimeter and doors, fire, leak, and spill protection, and physical plant conditions—leveraging real–time metadata from cameras

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# Kitchen operations

With Hanwha Vision AI's powered video surveillance cameras and comprehensive back–end solutions, you can quickly identify and neutralize a variety of safety issues before they impact your kitchen operations, while ensuring compliance with food handling and quality standards.

They deliver real–time insights to proactively address hazards, automatically responding to kitchen safety triggers, while tracking and reporting on events.

Moreover, you can count on Hanwha Vision to support your operations throughout your food prep area, minimizing safety hazards with detection/recognition and alerting on:

- Grease and oil fires
- Liquid spills
- Wet floors
- Blocked and open doors

Solution components include:

- AI Pack with Blocked Exit Detection
- TNM–C2712TDR Bi–spectrum Thermal Camera (Early Fire Detection)
- QNV–7082R IR Vandal Dome Camera (General Monitoring)
- Ocucon detection software

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# Front–of–house operations

With Hanwha Vision AI Video Surveillance Solutions, you can enhance all facets of your customer experience while increasing operational efficiency.

Optimizing your marketing, promotions, menu offerings, and store layouts, by understanding customer preferences, pain points, and bottleneck areas. Also, track and analyze customer traffic, order accuracy, and wait times.

These solutions, which offer advanced queue management, customer analytics, and heat mapping, integrate with industry–leading applications to monitor and support such day–to–day activities and events such as:

- Inventory replenishment
- Customer and courier presence
- Refunds and promotions without a customer present
- Cash register B–reds and T–reds
- Over and under check thresholds

Solution components include:

- Hanwha Vision QNV–C8013R Human Presence
- Hanwha Vision AI Retail Pack with Advanced Queue Management
- Vigilant user activity monitoring
- Google Cloud
- IP audio

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## Outdoors

Use Hanwha Vision AI Video Surveillance Solutions to secure and optimize your outside store areas, including your building perimeter, entrances/exits, parking lot conditions, outdoor play and seating, and drive-thru.

WiseAI's crowd counting technology helps you calculate your total addressable customer base within shared shopping areas, while preventing overcrowding problems with metadata that includes real-time people counting per zone that integrates with your backend system. You can also:

- Further secure your drive-thru order payment area with cameras that whitelist and blacklist VIP and suspicious vehicles respectively
- Track occupancy levels in various store zones
- Get precise real-time threat detection for every part of your facility

Solution components include:

- Hanwha Vision XNO-C6083R AI IR Bullet Camera
- Hanwha Vision XNO-6123R AI IR Bullet Camera

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# Make the Hanwha Vision difference work for you

With more than 30 years delivering world-class optical design and image processing, Hanwha Vision provides comprehensive end-to-end QSR surveillance solutions especially for thriving QSR franchisees.

These solutions leverage:

- Proven QSR experience
- Integration
- Cybersecurity
- Sustainability
- Manufacturing and supply chain excellence
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# Proven QSR Experience

Hanwha Vision solutions are used by many of the world's largest and most iconic QSR brands. This demonstrated expertise means you can confidently deploy our AI Video Surveillance Solutions to address your biggest operational challenges.

Today, more than 60% of fast-food chain listed in the 2024 Quick Service Restaurant Magazine's annual top-50 report, utilize Hanwha Vision technologies.

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# Integration

Hanwha Vision intelligent cameras and solutions can be easily integrated with offerings from such leading QSR technology suppliers as:

- Ocucon
- Vigilant (Livestore)
- Google Cloud
- IT Config

And, integrating Hanwha Vision's scalable solutions with other applications or tools requires no added fees, helping you futureproof your investment.

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# Cybersecurity

Hanwha Vision security and surveillance products offer the highest cybersecurity possible—with unique certificates embedded into every device during each phase of the manufacturing process.

This approach make our security cameras, components, and systems NDAA compliant and helps you comply with stringent UL CAP security standards, as well as your own requirements for product reliability and design innovation.

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# Sustainability

With Hanwha Vision's active and powerful voice on sustainability and commitment to ethical business practices, you can confidently partner with a company that aligns with your ESG values.

A member of the UN Global Compact (UNGC), the company is aiming to lead the charge in creating a more sustainable video surveillance industry.

We have also achieved a variety of related global standards, including:

- ISO 37301 (Compliance Management)
- ISO 2700:20221 (Information Security)
- ISO 14001 (Environmental Management)
- ISO 450001 (Occupational Health & Safety Management)

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# Manufacturing and supply chain excellence

Hanwha Vision is the only video surveillance manufacturer with the expertise to design, develop, test, and produce lenses and systems on chip (SOC) in house. We also offer 5-year warranty for all IP cameras and NVRs and no-wait advanced replacement.

Finally, we meet or exceed the most demanding industry certifications for quality manufacturing, including ISO 9001:2015.

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# The power of Hanwha Group

Founded in 1952, Hanwha continues to grow by quickly anticipating and responding to rapidly changing business environments with a balanced business portfolio that includes aerospace, energy & materials, finance and retail & services.

**Business Sectors**

- **Aerospace & Mechatronics**
- **Clean Energy & Ocean Solutions**
- **Finance**
- **Retail & Services**

As of 2025, we are the seventh largest business enterprise in South Korea and recognized among the world's top 500 companies by a prestigious global publication, as well as one of the 100 most influential companies by renowned international media.

Hanwha has become a global leader in a number of industries due to its culture of innovation, focused on breakthrough technologies, and sound financial structures.

Learn more at Hanwha.com.

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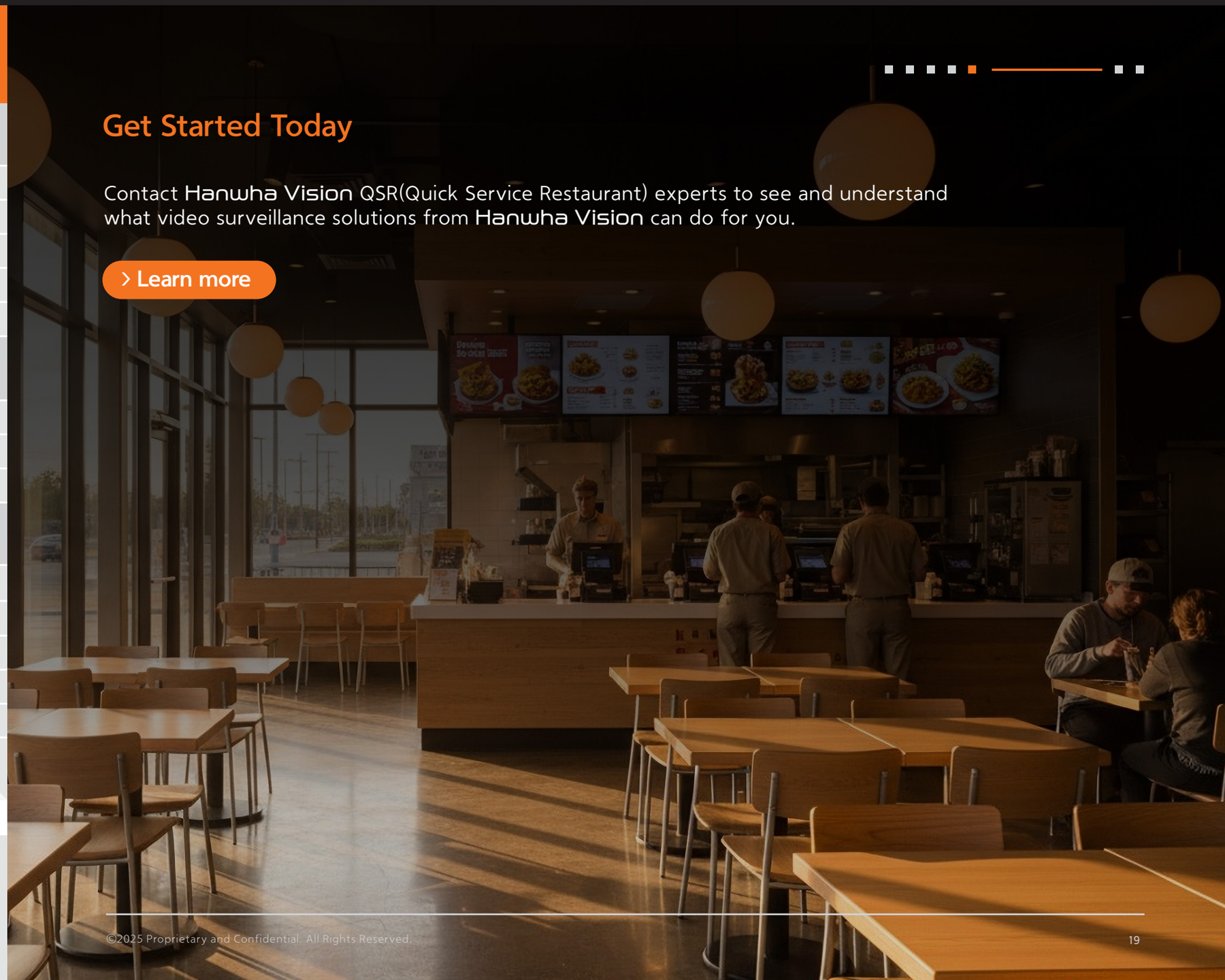

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Contact Hanwha Vision QSR(Quick Service Restaurant) experts to see and understand what video surveillance solutions from Hanwha Vision can do for you.

› Learn more

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