



How Delaware Dairy Queen Franchisee Stays Secure and Ready to Serve, with March Networks

Boosting Multi-Location Efficiency and Reducing Delivery Chargebacks with Video and Searchlight's Transaction Data Analytics

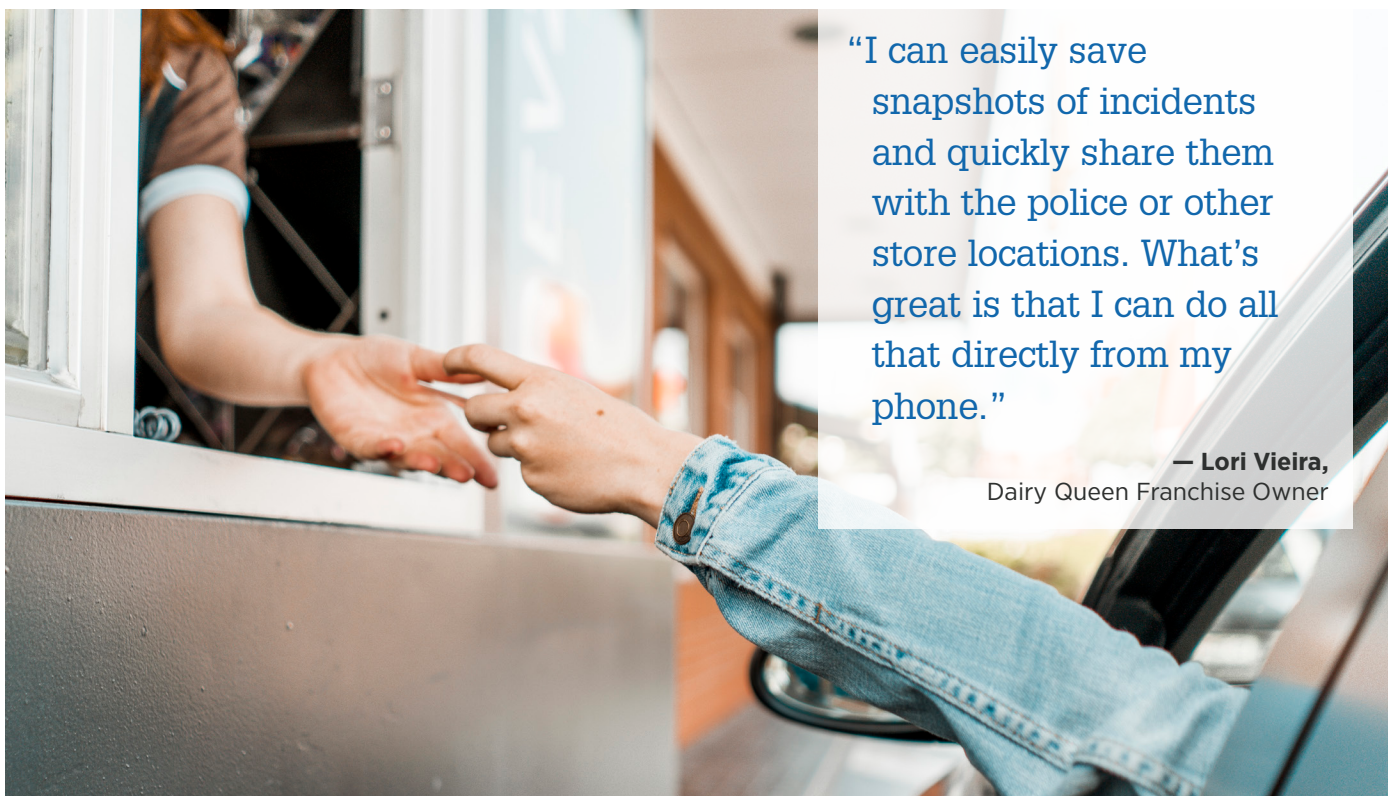


TRYING to keep track of multiple store locations on an old security system can feel like you're stuck in a (not-so-sweet) blizzard. Outdated systems and constant tech issues make it a whirlwind when you're trying to oversee your business — especially when it matters most.

For Lori Vieira, one of the owners of three [Dairy Queen](#) stores owned and operated by [Baker's Petroleum](#) in

Delaware, USA, finding a surveillance system that was affordable, scalable and easy-to-use was the secret ingredient to meeting her businesses' evolving needs.

Moving to [March Networks'](#) intelligent video surveillance solutions improved Lori's monitoring capabilities across her stores, saving time and strengthening security at multiple locations. ➤



“I can easily save snapshots of incidents and quickly share them with the police or other store locations. What’s great is that I can do all that directly from my phone.”

— **Lori Vieira,**
Dairy Queen Franchise Owner

Melted by Outdated Systems

Lori, the proud owner of three Dairy Queen locations — two stand-alone restaurants and one attached to a gas station — had grappled with the persistent challenges of outdated security systems for years. Her older surveillance system was prone to frequent technical issues, making it challenging to oversee cameras across multiple stores. While her system was somewhat user-friendly, it lacked scalability and the advanced features the business needed to keep pace with their evolving needs.

Three years ago, while searching for a new surveillance system, Lori was introduced to March Networks® through American Dairy Queen’s approved vendor list — one of only two vendors approved to integrate with Dairy Queen’s PAR POS system. While she continued researching other companies, March Networks stood out because of its strong focus on the customers’ needs.

“When we looked at March Networks, I thought, ‘This is way

smarter and way more advanced than what we currently have’. And since it was on Dairy Queen’s vendor list, we decided, ‘Let’s give it a try,’” said Lori.

A Sweet Start

Impressed by its advanced capabilities, Lori and her team transitioned to March Networks’ [Searchlight™](#) software. They started with their Dairy Queen in Milford, Delaware, and expanded to two other locations in Harrington and Seaford. Over time, the group deployed March Networks surveillance systems across four other franchise convenience stores. As part of their transition, Lori’s team also invested in new cameras and an NVR system to enhance monitoring across all restaurants, while integrating with their existing systems, avoiding the costly “rip and replace” method.

After implementing these new security solutions, the franchise owners saw a noticeable improvement in their monitoring capabilities.

Using March Networks [Command™ Enterprise Software](#) and the [Command](#)

[Mobile Plus App](#) on mobile devices, Lori’s team can access footage conveniently, whether for transaction audits, addressing potential theft, or handling employee-related incidents.

“I can jump on my phone anytime when employees say something’s happening at the store. I can log into the app and look, or somebody can call me and say, ‘This is going on,’ and I can access the camera footage right away,” said Lori.

“I can easily save snapshots of incidents and quickly share them with the police or other store locations. What’s great is that I can do all that directly from my phone.”

Swirling Up Success

Lori points to three key areas that helped to streamline and improve operations at all her locations:

Increased Efficiency in Transaction Auditing: With Searchlight’s integration with POS systems, Lori’s team can quickly investigate suspicious transactions, such as refunds or chargebacks,

reducing time spent on resolving issues, and minimizing potential losses. Lori also receives a custom operational audit email immediately after every store opening and closing, ensuring each process runs smoothly.

Improved Incident Response: With Searchlight's advanced search and investigation tools, Lori can instantly review security footage for incidents like suspicious activities or employee accidents. The ability to quickly share footage with authorities has strengthened their overall security operations.

Better Customer Dispute Resolution: Using Searchlight's transaction auditing, Lori's team quickly resolves disputes over missing items or fraudulent transactions, especially with third-party delivery services. By reviewing footage, they can easily verify whether food orders were accurate and when they were picked up from their restaurants. "It's great for looking up specific transactions on video to see if a delivery order was fulfilled correctly," said Lori. "For example, if the delivery company employee forgot to grab the bag with ice cream, we can check that. It's great for those situations where the delivery company charges us for inaccurate orders, claiming the customer didn't

get something. We use the footage to dispute delivery chargebacks, and this saves us money all the time."

Looking Forward: The Cherry on Top
Building on the success of Searchlight across her Dairy Queen locations, Lori and her team plan to continue expanding March Networks' solutions to five [Country Corner Market](#) convenience stores. She said the reliable and easy-to-use technology have proven invaluable for managing multiple sites.

"It's been about three years, and we've continued to add more sites to our March Networks system. Obviously, I'm a happy customer," Lori said. "The software is current and advanced, so March Networks is keeping up with what users like us need in our industry."

March Networks solutions have been a game-changer for Lori's operations, offering advanced monitoring that saves time, improves customer service, and enhances security across all locations. With seamless integration to their PAR POS systems, March Networks delivers a comprehensive solution tailored to the needs of modern QSR and C-Store environments, setting their business up for success at any scale. ♦

the challenge

Managing multiple Dairy Queen locations was difficult due to outdated technology that couldn't scale with growing operational needs.

the solution

The franchise owners implemented March Networks Searchlight business analytics solution integrated with their PAR POS transaction data, enhancing oversight for transaction auditing, incident response, and customer dispute resolution.

the result

The team can now effectively view and verify suspicious transactions, security incidents, and delivery chargebacks across all locations with ease. Now, the DQ franchises respond faster to issues, have reduced their losses from delivery chargebacks, and can investigate potential theft and fraud in minutes — all while delivering a delicious customer experience.



TECHNOLOGY SUITE

- Command Enterprise (CES)
- Command Mobile Plus
- Searchlight data analytics and POS integration
- Operations Audit
- 8000 Series Recorders
- VA and SE Series Cameras

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