

## RETAIL SECURITY: MEETING AND GREETING AT HEAL'S

### OVERVIEW OF MAJOR RESULTS

- New meet and greet role has been piloted which has led to increased customer satisfaction
- Shrinkage continues to be decreased
- One of our Officers has won a client award for his contribution to the Heal's team

### SITUATION

---

Heal's is one of the most iconic department stores in the UK, selling a range of furniture, lighting, accessories, home and garden wares. C.UK has been providing security for Heal's since 2007.

Initially C.UK were tasked with providing a purely retail security role based on loss prevention. Shrinkage is a problem for any retailer, especially stores of the calibre of Heal's. Yet an overt focus on loss prevention can sometimes be counterproductive in terms of footfall. Meeting and greeting customers is often a far more productive way of providing security, and the introduction of a new management team at Heal's allowed us to look at developing this part of our security role.

### C.UK SOLUTION

---

Our joint decision to move towards more of a meet and greet role away from pure loss prevention was bold, as the recession has quite expectedly shown a marked increase in shoplifting. However, it was hoped that the customer friendly approach would encourage customers and make the shopping experience at Heal's all the more pleasurable.

C.UK had to specifically recruit for officers that would be suitable for this role. They needed to be extremely personable, but also able and willing to muck in with the rest of the Heal's team. As such, our existing officers, who had a retail background, had to undergo re-training and education with regards to the new requirements.

As ever, C.UK has gone the extra mile in providing customer service excellence. Our officers at Heal's are now studying for an NVQ in Customer Services, which will add even more value to our client.

### RESULTS

---

The change in the role has proved to be a great success. As well as shoppers being met by a very friendly and helpful security officer (with excellent knowledge of the store layout), the locating of the officer near the store entrance has heavily discouraged shoplifting due to the deterrent factor.

### CONTACT

---

Louise Tippleston, Relationship Executive: [louise.tippleston@cuksecurity.com](mailto:louise.tippleston@cuksecurity.com) Tel: 07736 134004