

RETAIL: SAVING MONEY THROUGH SEAMLESS CUSTOMER-FOCUS

OVERVIEW OF MAJOR RESULTS

- Security officers fully integrated into the shop floor teams, with same uniforms adopted and premium customer-service training implemented
- Return on investment increased by 30% of total cost of officers.
- C.UK's partnership with the client led to £55,000 saving on losses in the first year alone.

SITUATION

The client is a high quality retailer operating at the high end of the market, and is noted as being a trend-setter in design and fashion. The client wanted to move away from the traditional uniformed security officer image and replace it with someone who was part of the retail team. At the same time the client wanted the security element of their business to be more accountable and ensured – rather than assumed – a good return on investment.

C.UK and the client developed a partnership to create some innovative security solutions to the challenge.

C.UK SOLUTION

Many security companies discuss their ability to innovate; few actually achieve it in a way that fully satisfies the client. It is often the case that security officers remain distinct and distant from their shop floor colleagues. C.UK and the client wanted to move away from this to create a more holistic (and thus more dependable) security presence. It was important too to establish a warm customer-friendly image for the security officers so they fitted in more with the atmosphere the client was establishing.

First of all, the security officers' uniform was abandoned and replaced with the same uniform as other members of the retail staffing team. A small security badge was worn discretely to show the guard's function.

Secondly, the security officer was trained to promote a 'meet and greet' culture. This is in line with C.UK's training requirements for NVQs in customer service.

CASE STUDY

Furthermore, the security officer also took on a promotional role and assisted staff in this respect. The leaflets that the officers handed out were analysed for their contribution to sales, thus allowing greater transparency in return on investment in security.

In a similar manner, officers were allocated to assist in customer sales evenings and other special events.

The officer's role was also reviewed to achieve a more effective risk management and control. This was documented by more effective supervision. The management worked closely with the retailer's management to provide more effective reporting which identified the valued savings against cost for each store including stock recovered against cost.

RESULTS

The new role of the security officer integrated well with the retail staff and deploying the 'meet and greet' culture made the promotional role of a number of officers extremely effective.

The new reporting systems enabled the retail management to identify a realistic return for the security provision, which was in the region of 30% return on the cost of security provision. The Annual report of that Company showed a £55,000 saving on losses in that year.

CONTACT

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