

Case Study

Customer:

Boots

Industry Sector:

Health and Beauty / Pharmacy

Solution:

Loss Prevention



"With the increase in electronic payment methods, point of sale fraud and shrinkage had become more prevalent and so we started to look for a solution to the challenge."



Robert Jennings
Head of Loss Prevention and Security
Boots

The Boots experience...

Leading health and beauty retailer Boots turned to PCMS Group's loss prevention solution to lead an effort to minimise shrinkage and fraud in its UK stores. Robert Jennings, head of loss prevention and security at Boots commented on this decision: "With the increase in electronic payment methods, point of sale fraud and shrinkage had become more prevalent and so we started to look for a solution to the challenge."

A trial of VISION SmartStore was carried out in the Aberdeen store with fantastic results. Building on this success the software was installed into 550 further stores and after repeated success Boots moved on to implement the system across its entire estate of 1,500 outlets.

About VISION SmartStore

PCMS VISION SmartStore employs its powerful Data Mining capability to deliver information on potentially fraudulent transactions to Central and Remote investigation teams. Every line of transaction is analysed in SmartStore meaning investigators are able to utilise simple, or multiple string queries to identify all types of fraud at PoS at the transaction level.

Any identified fraud can be dealt with swiftly and as any other emerging fraud methodology occurs, VISION SmartStore will automatically identify these transactions as having a high probability of being fraudulent as they occur and alert users to take action.

VISION SmartStore employs Business Analytics to present information in a readily understandable manner. SmartStore automatically ranks and prioritises the highest risk transactions and operators by profiling operator transaction behaviour against peers over their transaction history. VISION SmartStore employs a combination of complex algorithms, system rules and multiple business rules appropriate to the individual retail business.



We saw our investment in VISION SmartStore returned in a matter of only weeks and it continues to deliver reduced loss measured in millions.



Robert Jennings
Head of Loss Prevention and Security
Boots

For further information

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Not just a one-trick pony

SmartStore is not limited to analysis in the pursuit of fraud only; the system can also indicate policy procedure failure and risk thresholds in relation to single or multiple transaction line activities.

SmartStore can also work in conjunction with networked video recorders across a retailer's IP network, enabling system-wide video and PoS data access, as well as centralised operational management. Store managers, loss prevention professionals, security staff, operations personnel and marketing specialists can all take advantage of immediate video and audio access to any location in order to monitor stores, warehouses and access points.

Powerful exception reports are prioritised and linked directly with receipt data and associated video clips, enabling loss prevention staff to track incidents over time and quickly gather important evidence with advanced case management features.

Next generation R5 Visual Intelligence software uses complex Video Analytics to provide retail organisations with tools to effectively combat shoplifting, employee fraud and false liability claims.

Real-time feedback on customer traffic, service delivery, merchandise presentation and stock conditions enables retailers to manage their businesses more effectively and profitably. Video alerts can be received on wireless handheld devices enabling the business to react quickly to emergency situations.

The Boots Experience

Robert Jennings comments on his experience of SmartStore:

"We decided upon the VISION SmartStore solution because it is more of a retailer's tool than a shrink product. We felt that we weren't just buying into a piece of technology; we were purchasing a store manager's leadership tool that would help to define, autonomously, what was acceptable in terms of behaviour at a store, improve customer service and reduce error and vulnerability to fraud.

"The system is extremely powerful and we have learnt extensively from it as to trends at the point of sale. Indeed, many store managers are seeing changes overnight, after installation. At a store level, we sit down with staff and offer them coaching sessions following implementation in order to improve both their performance and service to customers.

"We saw our investment in VISION SmartStore returned in a matter of only weeks and it continues to deliver reduced loss measured in millions. Indeed, VISION SmartStore is now an integral part of our holistic approach to shrink and loss detection."

The software is highly customisable to any business and enabled Boots to empower managers and users at all levels to tackle shrink. Richard Smith, Managing Director of PCMS Group comments "We are delighted to be working alongside Boots on the company's shrinkage and loss detection programmes. The system originates in the States, where the marketplace is more advanced in terms of its loss prevention awareness but forward thinking organizations such as Boots are now picking up the gauntlet in the UK."

VISION SmartStore has made a significant difference to shrinkage across the entire Boots estate and Boots serves as an example to all retailers that investing in loss prevention solutions is worth its weight in gold.