



Retailer turns to security to reduce shrinkage

As the economic recession and credit crunch forces famous names off the high street, every retailer is seeking to reduce overheads, cut shrinkage and improve operational efficiency just to stay competitive. One leading high street chain that switched its security maintenance to Niscayah now receives better response times and higher first-time fix rates at a lower overall cost with a solution that helps it to protect stock, employees and brand reputation.

The challenge

Shrinkage, especially from theft, is a significant concern for the busy multi-site retailer especially in this tough business climate. Attacks on personnel are another worrying trend that a well-maintained security system can help to deter.

Having effective round-the-clock security to reduce crime and provide evidence against perpetrators relies on fast response times to fix problems with equipment if they occur. A fault with its CCTV or intruder alarms that cannot be resolved until the following day would expose the retailer to a major gap

in security. The retailer wanted a maintenance program that reduced the number of site visits made by technicians and which could be applied consistently across all its stores.

With a national presence in towns around the UK, the retailer needed support close at hand wherever callouts originated but also expected queries to be handled through a single service centre by a team able to show a deep understanding of its requirements.

While its security requirements were onerous, the retailer

also needed to control and reduce costs in order to lower operating overheads and increase profitability.

Summary

- Niscayah maintenance program reduces shrinkage and enhances employee safety
- Remote diagnostic service reduces engineer visits and minimises spend
- Standardisation of systems across stores ensures optimal performance
- Alarm activation reports identify patterns to further improve security

The solution

The retailer was impressed with the service provided by Niscayah at its European stores and invited the company to tender for the UK maintenance contract. Crucial to Niscayah's solution was a guaranteed four-hour response to intruder alarm and CCTV callouts that ensures faults are fixed with minimal 'downtime'. Niscayah's national network of highly experienced, field-based technicians serves 16,000 sites so they are never more than a few miles away from any customer.

Niscayah's Customer Service Centre (CSC) remotely diagnoses many problems, particularly false alarms. When they are called in, technicians use handheld PDAs

"We expect a lot from Niscayah's maintenance programme to protect assets in our national network of outlets and make them safer places to work. The company provides the coverage and 24-hour support we need that cuts down on site visits by technicians and also advises us on innovations that will make monitoring and maintenance even more efficient in the future."

Head of Security, Retailer

to resolve issues quickly, linking to the CSC to ensure they have the right parts and can keep the customer fully informed on

progress.

Integration of stores is underway using IP technology that will eventually link them all to the retailer's head office in Europe to enable remote CCTV monitoring.

The benefits

Remote diagnostics by the CSC reduces the number of callouts, saving the customer time and money. Niscayah has helped the customer to considerably reduce the annual cost of security provision. With less security downtime the number of incidents of theft has reduced and employees feel more secure.

Niscayah provided the retailer with a standard store specification to ensure more efficient and consistent use of security technology, including the optimal location of cameras to cover vulnerable areas such as checkouts, entrances and shop front displays.

Close working and real-time communication between field engineers and the CSC helps to keep down costs by increasing first-time fix rates. Quarterly reports from Niscayah provide the customer with data on alarm activations per store, so that they can work together to identify patterns and improve their security systems.



The next steps

The retail customer is working with Niscayah to take store security to more advanced levels:

- Evaluation of a 24-hour mobile response service to deal with incidents that will save store managers hassle and personal risk attending premises at night as well as reduce the retailer's overtime costs
- A nationwide rollout of IP technology is planned to replace traditional phone lines for lower-cost CCTV and intruder alarm monitoring
- A strengthening partnership ensures open and transparent dialogue about future upgrades, the cost of investment and expected payback periods