APPRISS® RETAIL

Sell More, Lose Less
During #RetailRecovery.

6 Focus Areas to Help You Increase Revenue
While Protecting Stores When Re-Opening

1. Consumer Returns

EXPECTATION: Consumer merchandise returns will increase.

WHY?

Constrained consumer demand for valid returns.

Pent up negative behavior, previously-flagged bad actors may resurface now that retail has resumed.

Large backlog of demand for Buy-Online-Return-In-Store (BORIS) returns.

Desire to convert merchandise to cash by both financially strapped consumers and bad actors.

Appriss Retail Solutions

- Verify® return authorization
- Incent™ targeted incentives

Appriss is a trusted partner, here to help today with flexibility to address future needs.

1. Consumer Returns

💡 OPPORTUNITY

Returns are powerful.

- Many good customers will be making more returns and trust that you will accept them.

- Managed properly, returns can lead to an enhanced consumer satisfaction and become an engine to add profits, while still mitigating against loss and shrink.

⚠️ RISK

Stricter return requirements may alienate good consumers. Additionally, expect to see:

- Wardrobing/renting increase.

- Receipt fraud increase.

- BORIS returns become a missed opportunity.

HOW CAN I GENERATE REVENUE?

- Recover a lost sale, keep shoppers buying in-store after a return.

- Convert BORIS returns to new in-store purchases.

- Deliver great customer service to returners.

- Preserving sales, generating revenue, and increasing profits all help your organization's liquidity objectives.

WHAT CAN I CHANGE?

- Extend return timeframes.

- Train staff to trust their tools to detect and deter return fraud and abuse.

- Increase conversions during this short-term influx of returns.

- Reduce mass marketing costs with targeted offers to consumers in the store.

- Use offers to target BORIS shoppers.

- Analyze and mitigate return risks.

To learn more, contact your client services or salesperson, or email WebSales@ApprissRetail.com.

2. External Loss

EXPECTATION: Shoplifting and other external theft will increase.

WHY?

Pent up bad actor demand, other fraud revenue streams reduced during quarantine.

New negative behavior, desperate unemployed consumers.

Shoplifted items will often be immediately returned to convert merchandise to cash or store credit.

Friendly Fraud - false claims of missing delivery orders.

Appriss Retail Solutions

- Verify® return authorization
- Secure™ Store retail analytics
- LPMS (netTrack) case management
- APIS case management
- Aspect Elite LP

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2. External Loss

💡 OPPORTUNITY

Shoplifting monetization at the return desk needs to be prevented.

- Inability for bad actors to obtain refunds will deter shoplifting from your organization.

⚠️ RISK

Return requirements to stop shoplifting may impact good consumers. And other external loss factors will also arise:

- Organized retail crime growth.

- Increase in fraudulent receipts.

- Increase in first-time return fraud.

- Increased employee collusion.

📈 HOW CAN I GENERATE REVENUE?

Reducing external theft will:

- Improve merchandise availability for good sales.

- Deliver better customer service to good returners.

- Decrease the in-store presence of bad actors.

- Increased on-hand accuracy for in-store fulfillments.

🔄 WHAT CAN I CHANGE?

- Detect and deter return fraud and abuse.

- Manage non-receipted returns and time frames.

- Identify and track employee collusion.

- Mitigate return and ORC risks.

- Find patterns in delivery claims.

💬 To learn more, contact your client services or salesperson, or email WebSales@ApprissRetail.com.

3. Internal Loss

EXPECTATION: Employee theft, fraud, and error will increase.

WHY?

Efforts to be diligent on the register will be diminished.

New fraud techniques may be learned. Bad actor demand.

Need for cash.

Inadequate background checking during mass hires.

Sweethearting - willingness to collude with others.

The "new normal" will lead to new fraud scenarios.

Appriss Retail Solutions

- Secure™ Store retail analytics
- Secure™ Cashier Coaching
- Aspect Elite LP
- LPMS (netTrack) case management
- APIS case management

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3. Internal Loss

OPPORTUNITY

Internal loss can be managed, identified, and stopped. You have been using exception-based reporting (EBR) systems for years. This may require:

- The ability to quickly evaluate new processes and/or update thresholds. Maybe even create new queries.

- Returning to your earliest queries to find basic situations because you are dealing with a reset in store operations.

- A renewed diligence in coaching your cashiers.

RISK

Improperly addressing exceptions can quickly lead to increases in loss and shrink.

New retail routines introduced new opportunities for loss, including:

- Fraudulent wastage.

- BORIS/BOPIS fraud.

- Delayed handling of returned merchandise due to policy or sanitation issues.

- Sweethearting/Robin Hood syndrome.

HOW CAN I GENERATE REVENUE?

- Minimize sales reducing activities (SRAs) and improve revenue preservation.

- Immediately address cashier errors to reduce loss and increase customer satisfaction.

WHAT CAN I CHANGE?

- Use analytics to find and focus on the highest value cases.

- Use AI to close cases faster.

- Discern intentional fraud from errors.

- Clear old exceptions and look for new patterns.

- Review that BORIS/BOPIS and return merchandise are being handled properly.

- Evaluate loopholes in new processes and create queries to quickly identify fraud.

To learn more, contact your client services or salesperson, or email WebSales@ApprissRetail.com.

4. Operational Issues
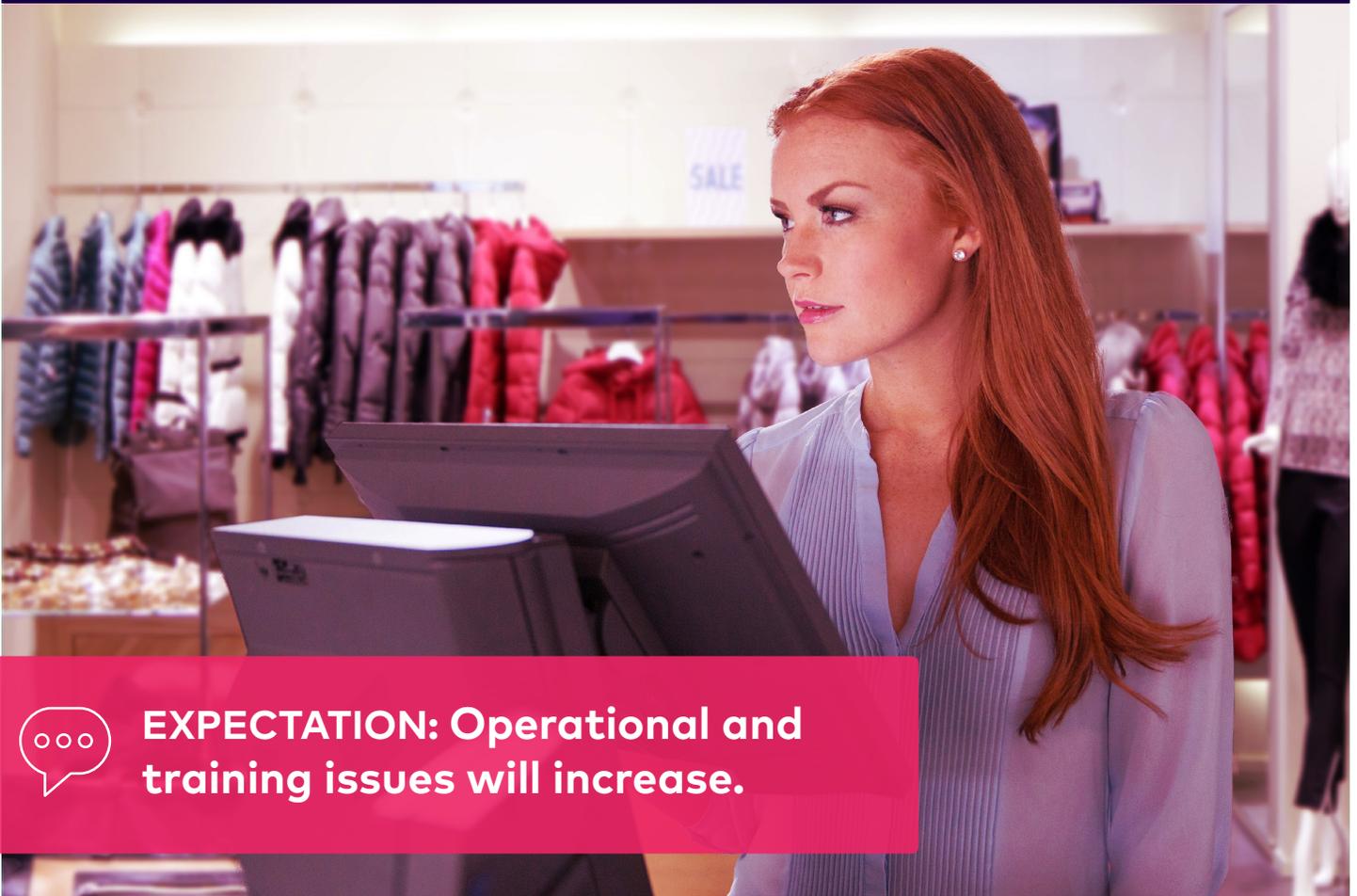
EXPECTATION: Operational and training issues will increase.

WHY?

Prolonged operating changes may alter employee register use.

Shipments into stores stopped or changed dramatically.

Returns-to-Vendor and reverse logistics disrupted.

Increase in BORIS transactions.

Other issues that existed before will continue.

Appriss Retail Solutions

- Secure™ Store retail analytics
- Secure™ Cashier Coaching

- Secure™ Inventory
- Aspect Elite LP
- CAMS audit

- LPMS (netTrack) case management
- APIS case/audit

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4. Operational Issues

OPPORTUNITY

Not all exceptions are intentional fraud; sometimes they are operational or training issues that can be resolved.

- Now, during #RetailRecovery, is the right time to address and curtail these issues before "normal" resumes.

RISK

Once "normal" resumes, unresolved store, ecommerce, and inventory issues will be harder to root out. For example:

- New processes can have unforseen outcomes when put into operation.

- The checkout experience is critically important as consumers shop again.

HOW CAN I GENERATE REVENUE?

- Improved efficiency at checkout will produce a better customer experience.

WHAT CAN I CHANGE?

- Separate operational and training issues from true exceptions in order to focus on the critical.

- Look for new patterns in old issues.

- Analyze new process outcomes for profit leakage and address before losses increase.

- Create targeted audits for new processes to identify compliance problems.

- Provide store management timely data to address training issues.

To learn more, contact your client services or salesperson, or email WebSales@ApprissRetail.com.

5. Inventory Integrity

EXPECTATION: Inventory issues will be widespread.

WHY ?

Aged merchandise, reduced shipments due to canceled orders.

Shipments that were in transit when stores closed.

Poor receiving practices due to the need to stock shelves quickly during the panic buying.

Out of stocks, and more.

Appriss Retail Solutions

- Secure™ Inventory
- LPMS (netTrack) case management
- APIS case management

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5. Inventory Integrity

OPPORTUNITY

Inventory loss can be managed, identified, and stopped.

- You have been using exception-based reporting (EBR) systems for years on POS data, now is the time to look for exceptions in your store inventory data.

RISK

Improperly addressing inventory exceptions can quickly lead to increases in loss and shrink. In fact:

- New retail routines may have introduced new opportunities for loss that you will need to search for and close promptly.

HOW CAN I GENERATE REVENUE?

- Improving in-stock accuracy will help save sales and keep consumers satisfied.

WHAT CAN I CHANGE?

- Use analytics to find and focus on the highest value integrity issues.

- Distinguish intentional fraud from errors.

- Analyze new inventory and distribution practices for profit leaks.

To learn more, contact your client services or salesperson, or email WebSales@ApprissRetail.com.

6. Real-Time Information
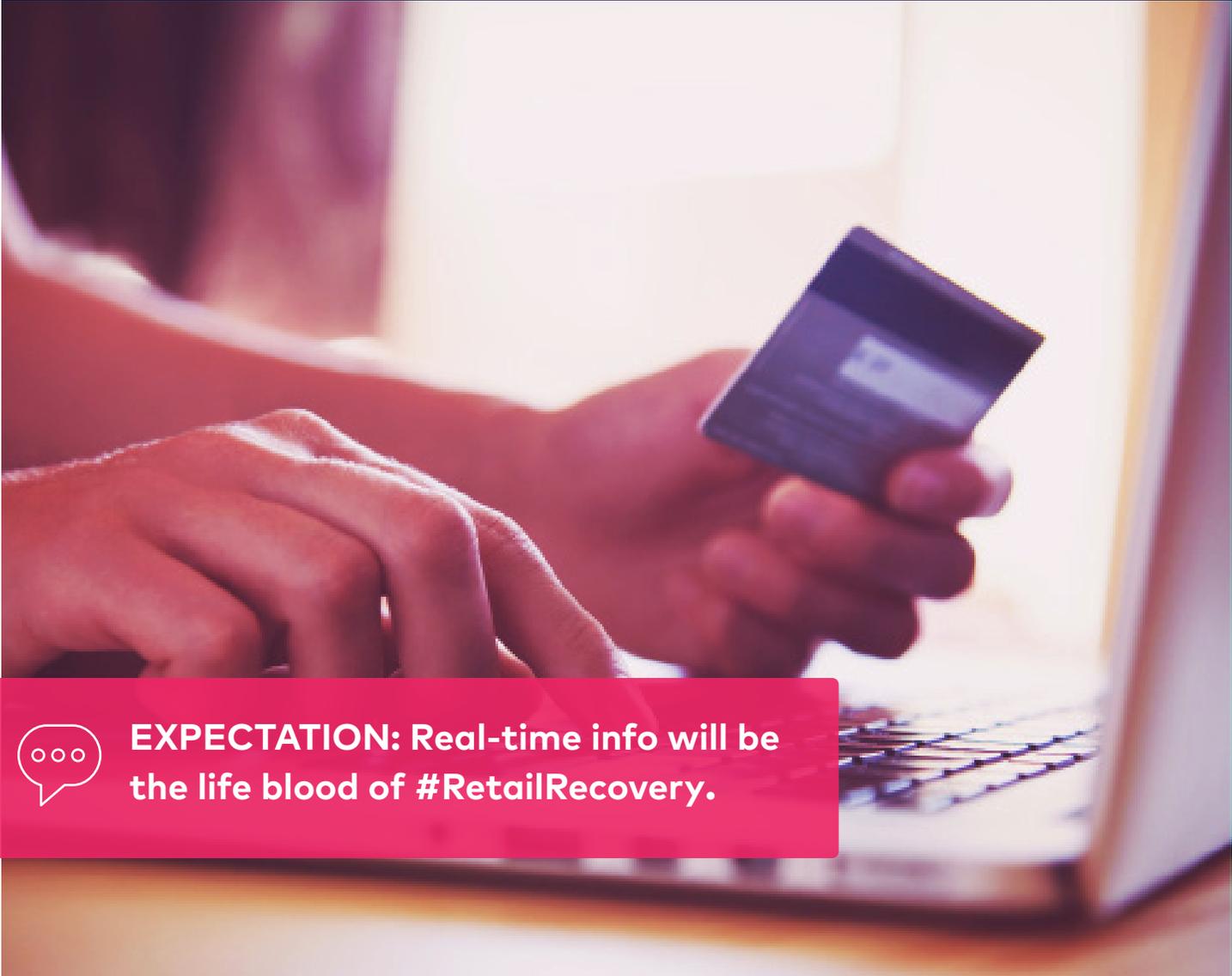
> **EXPECTATION: Real-time info will be the life blood of #RetailRecovery.**

WHY ?

Consumer expectations raised by ecommerce.

Pandemic accelerated the consumers' shift to shop for almost anything digitally.

Appriss Retail Solutions

- RTI™ Real-Time Integration

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6. Real-Time Information

OPPORTUNITY

Retail must know who is buying what, when, and where – right now, in order to react properly to consumer demand.

- This is an external force, not an internal dilemma.

- Now is a chance to grow market share.

- Real-time sales information ensures you are ready to serve consumers on their terms.

RISK

Not focusing on real-time will give your competition an edge on you. Including:

- Inaccurate stock info will result in lost sales and dissatisfied consumers.

- Inability to react to changes in sales in real-time will cause missed opportunities.

- Can you respond to your best and loyal shoppers immediately?

HOW CAN I GENERATE REVENUE?

- Maximize selling hot-spots.

- Redirect resources to fix slow product or geographic sales.

- Deliver the right product at the right time.

- Feed reporting systems with accurate, timely data.

WHAT CAN I CHANGE?

- Know where real-time gaps are and address immediately.

- Speed can help improve results from existing infrastructure.

To learn more, contact your client services or salesperson, or email WebSales@ApprissRetail.com.

Talk to us today!

Appriss is a strong, diversified company with an unblemished track record of continuous growth. Our finances and market mix are enabling us to outlast this pandemic with the ability to help you now and the innovations to address your needs into the future.

Appriss is uniquely positioned to be a strategic partner to you during these unprecedented times. As you consider your other partners, are they financially stable? Is their business overly dependent on a single industry? Do certain customers represent an unhealthy percentage of their revenue? Have they weathered previous economic downturns? We welcome the opportunity to demonstrate the value we can provide.

To learn more about these focus areas and your Appriss Retail solutions, call or email your client services or salesperson.

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