Secure

APPRISS® RETAIL

TRANSACTION ANALYTICS

Secure Coach
Find the red flags with data.

Get even more insight into your business from Appriss® Secure by adding on Secure Coach. Not all exceptions are fraud. Identify employees that may benefit from additional training, keep track of coaching sessions and results, and pinpoint errors that save your stores costly mistakes. By addressing these errors through targeted coaching, you will enhance employee performance and reduce financial losses.

The Challenge

Retailers frequently struggle to keep operations running smoothly while minimizing sales reducing activities (SRAs) metrics, including coupon usage, suspended transactions, no-sales, voids, price overrides, and more. These challenges not only result in financial losses, but also impact costs and employee retention with frequent hiring and onboarding. Managers often find it difficult to pinpoint employees who need additional support and training.

The Solution

Secure Coach provides retailers with essential tools and metrics to improve employee performance and reduce financial losses. Fully integrated with Appriss Retail's Secure EBR, Coach utilizes transaction analytics to identify employees in need of additional coaching by monitoring the progress and effectiveness of training programs and highlighting where errors occur. By monitoring cashier metrics, you can prevent incidents of theft, fraud, and employee errors, and encourage greater adherence to established procedures through targeted coaching. Secure Coach also enables loss prevention teams to concentrate on higher-value cases, fostering a commitment to employee development while driving a more efficient and profitable operation.

Secure Coach is an add-on to the Appriss Secure solution that helps managers identify employees who need additional coaching to overcome specific habits or procedures that may cause loss or degrade the shopping experience.

BENEFIT:

Helps to improve efficiencies at the point-of-sale, reduce front-end turnover, and decrease sales reducing activities. One large, lane-based retailer saw a $30 million annual reduction in SRAs after deploying Secure Coach.

Coach Roles

The system is implemented with a few core user roles:

- **Performance Administrators (PAs)** function at the corporate level and build the Key Performance Indicators (KPIs) that the system will use to measure performance. PAs also upload coaching instructions so that managers understand the requirements of the sessions and the specific content for correcting behavior or policy surrounding the risk/reason for coaching.

- **End-users** are management-level personnel who are segmented into store location groups and only get access to the data appropriate to them. Groups are assigned at the store, district, region, and national level.

- **Administrators** manage the system and content, including maintaining the library of training documents. In addition, Human Resources and Training departments can use the data from the module to improve their processes and content.

Key Metrics, KPIs, And Triggers

SPAs define their objectives then choose the key metrics from the t-log that will be used.

They then set the threshold criteria—such as top X, bottom X percent, etc. These KPIs may be positive, such as highest loyalty signups, or they may be an indicator that training is needed, such as highest line voids. The system can support any number of KPIs and can be turned on or off depending on the objectives.an online company portal.

How Secure Coach Works

1. PAs determine which behaviors to target. They use the simulator function to build and test KPIs and then enter them into the Coach system.

2. Associates whose behavior is identified are flagged for supportive coaching.

3. The end-user logs into the Secure Coach module where a list of who needs coaching that week and why is displayed. The list is sorted in priority order.

4. The end-user reviews previous coaching sessions and instructions as well as the resources loaded into the system for the new coaching session.

5. The end-user conducts the training and logs the training into the system.

6. If an associate slips back into unwanted behavior, the end-user will be notified to conduct another training.

End-users can record information wherever they are through a web-based framework including an online company portal.

The module is designed for mobile devices and computers.

APPRISS® RETAIL

Appriss Retail provides retailers with protection against fraud and abuse for every transaction, no matter where it happens. With more than 20 years of retail data science expertise and experience, we've built a collective, omnichannel intelligence platform that is trusted by over 60 of the top 100 U.S. retailers, covering one-third of all U.S. omnichannel sales across 150,000 locations. Globally, Appriss Retail reaches 45 countries across six continents. The company provides relevant, actionable, and profitable collective intelligence to retail operations, finance, marketing, and loss prevention teams. Appriss Retail's performance-improvement solutions yield measurable results with a significant return on investment. For more information about Appriss Retail, visit apprissretail.com or our LinkedIn page.

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