



## CASE STUDY

# Global Retailer Tallies Successes

**This Top 10 worldwide retailer serves consumers in the United Kingdom, Europe, and Asia, and it employs more than half a million people. It offers groceries, books, apparel, toys, electronics, furniture and more through brick-and-mortar stores as well as online.**

## Situation

This large retailer wanted to use advanced analytics to address the root causes of loss in its stores across the UK. It wanted a solution that would reach beyond the point-of-sale to provide actionable insights and show measurable results the first year.

## Solution

- The retailer deployed Appriss® Secure.

## Financial Results

- 200+% return on investment in the first year
- 15% overall fraud reduction

## Additional Benefits

- Overall lift in speed and quality of key insights
- Improved resource utilization
- Identified a POS-related accounting issue
- Identified POS hardware issues

## Case Details

The retailer approached Appriss Retail in search of a revolutionary, new approach to tackle point-of-sale related frauds. The UK operation alone represented millions in losses. The company sought a profit protection platform that could help it resolve complex cases. Included in its requirements were to:

- Produce actionable insights instead of spreadsheets of data that had to be interpreted
- Utilize a feedback loop to maintain system exception performance
- Provide a clear view to both store and regional performance
- Help identify the root causes of loss

The ability to aggregate data for reporting while still allowing for local investigations was particularly important for ongoing success.

Secure helped provide them with the platform for exception reporting and advanced analytics. The results in the first year were astounding. They achieved a 200+% ROI in the first year and a 15% reduction in fraud overall.

Not only did the company achieve its loss prevention goal with Secure, but the system helped provide crucial visibility to the root cause of profit leaks that were not related to fraud. As a result, the Loss Prevention could work cross-functionally with IT and Operations to drive additional margin improvements.

## FIRST YEAR PERFORMANCE



Return on Investment



Overall Fraud Reduction

## YEAR ONE BENEFITS BEYOND FRAUD REDUCTION



POS related hardware issue identifications



POS related accounting issue identification



Significant increase in resource utilization



Overall lift in speed and quality of key insights



Leveraging more than 20 years of data science expertise, Appriss Retail transforms ecommerce and omnichannel consumer interactions by providing real-time, actionable recommendations that reduce fraud, drive efficiency, and maximize profitability. The company's AI-driven, SaaS platform generates analytical insights and recommendations at more than 150,000 physical and online retail locations in 45 countries across six continents.

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