



CASE STUDY

Proactive Prevention: How One Retailer Leveraged Coach to Save \$30 Million in Losses

This top grocery retailer serves customers through physical stores, online delivery, and curbside pickup across the United States. With a rich heritage and strong community connections, they have a proud history of charitable contributions.

Situation

The retailer aimed to transcend traditional fraud detection and move towards proactive prevention. Recognizing the limitations of typical exception-based reporting (EBR) deployments that solely focus on fraud identification, they sought a solution to address a spectrum of issues, ranging from operational inefficiencies to negligence and fraud.

The retailer had the following goals for their LP Analytics program:

- Extend the investment in the software from loss prevention to the greater enterprise by helping management address high-risk cashiers.
- Utilize KPIs with the highest correlation to operational breakdowns, training issues, and profit drain.
- Create outliers based on each store's individual metrics, delivering a more targeted preventative exception.
- Easy to use one-stop-shop tool for store teams.
- Become preventative instead of reactive.

Solution

Already a user of Appriss® Secure, the retailer integrated the Coach module into the Secure platform to meticulously identify anomalies in cashier behavior and provide actionable coaching prescriptions to store managers.

Results

- **Focused Management:** Directed coaching sessions optimized management time by targeting high-impact associates.
- **Operational Partner Support:** Operational partners embraced the system, leading to increased awareness and communication.
- **\$30M in Savings:** Reduced sales-reducing activities resulted in an estimated \$30 million in savings.
- **Consistent Metrics Improvement:** Key metrics consistently improved without historical variations.
- **Enhanced Customer Experience:** Better-trained front-end associates contributed to an improved customer experience.
- **Dishonest Case Reduction:** Earlier identification and resolution led to a decline in dishonest case values.
- **Lower Cashier Turnover:** Increased engagement between management and cashiers via Secure Coach resulted in reduced cashier turnover.

Additional Benefits:

Beyond achieving their primary goals, the retailer experienced additional benefits:

- **Enterprise-wide Extension:** The LP Analytics program extended beyond LP to benefit the greater enterprise, demonstrating the versatility of the solution.
- **Use of Relevant KPIs:** Utilizing KPIs with the highest correlation to operational breakdowns, training issues, and profit drain ensured a targeted and effective preventative approach.
- **Store-Specific Outliers:** Creating outliers based on each store's individual metrics added granularity to preventative exceptions, making them more targeted and actionable.

Case Details:

The retailer embarked on a transformative journey to redefine loss prevention, shifting from a reactive to a proactive stance. This involved implementing Appriss Retail's Coach module within the Secure platform. The integration of Secure Coach marked a pivotal shift, not just in preventing financial losses, but in improving operational efficiency, communication, and the overall customer experience. Their experience showcased the multifaceted benefits of leveraging technology for early issue prevention.

IDENTIFYING TRAINING DEFICIENCIES

The systematic approach of Secure Coach identified training deficiencies, resulting in the development of better-performing associates. By intervening early, management created a consistent prescription for preventing losses at the transaction level.

EARLY FRAUD DETECTION

Beyond addressing training gaps, the Coach module identified potentially fraudulent activities early in their lifecycle. This early detection allowed for timely intervention, significantly reducing the impact of dishonest cases.

ANALYZING EMPLOYEE-CUSTOMER INTERACTIONS

In the dynamic retail environment, Secure Coach enabled the analysis of interactions between employees and customers. This analysis proved instrumental in identifying training gaps, struggling employees, or those resorting to shortcuts to meet objectives.

SUPPORTIVE TRAINING OPPORTUNITIES

Secure Coach not only identifies associates in need of training but also provides store or call center managers with metrics and tools to track training sessions and measure results. This ensures a continuous improvement cycle.

Reduced sales-reducing activities resulted in an estimated **\$30 million** in savings for the retailer. Their commitment to proactive loss prevention through the integration of Appriss Retail's Secure Coach demonstrates how leveraging technology and data-driven insights can significantly enhance a retailer's bottom line and overall operational efficiency.



Testimonial

"Partnering with Appriss Retail has been transformative for our loss prevention strategy. Recognizing the limitations of traditional fraud detection, we seamlessly integrated Appriss® Secure Coach to proactively address a spectrum of issues, from operational inefficiencies to fraud prevention resulting in \$30 million in savings.."

— Director of Asset Protection"



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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