

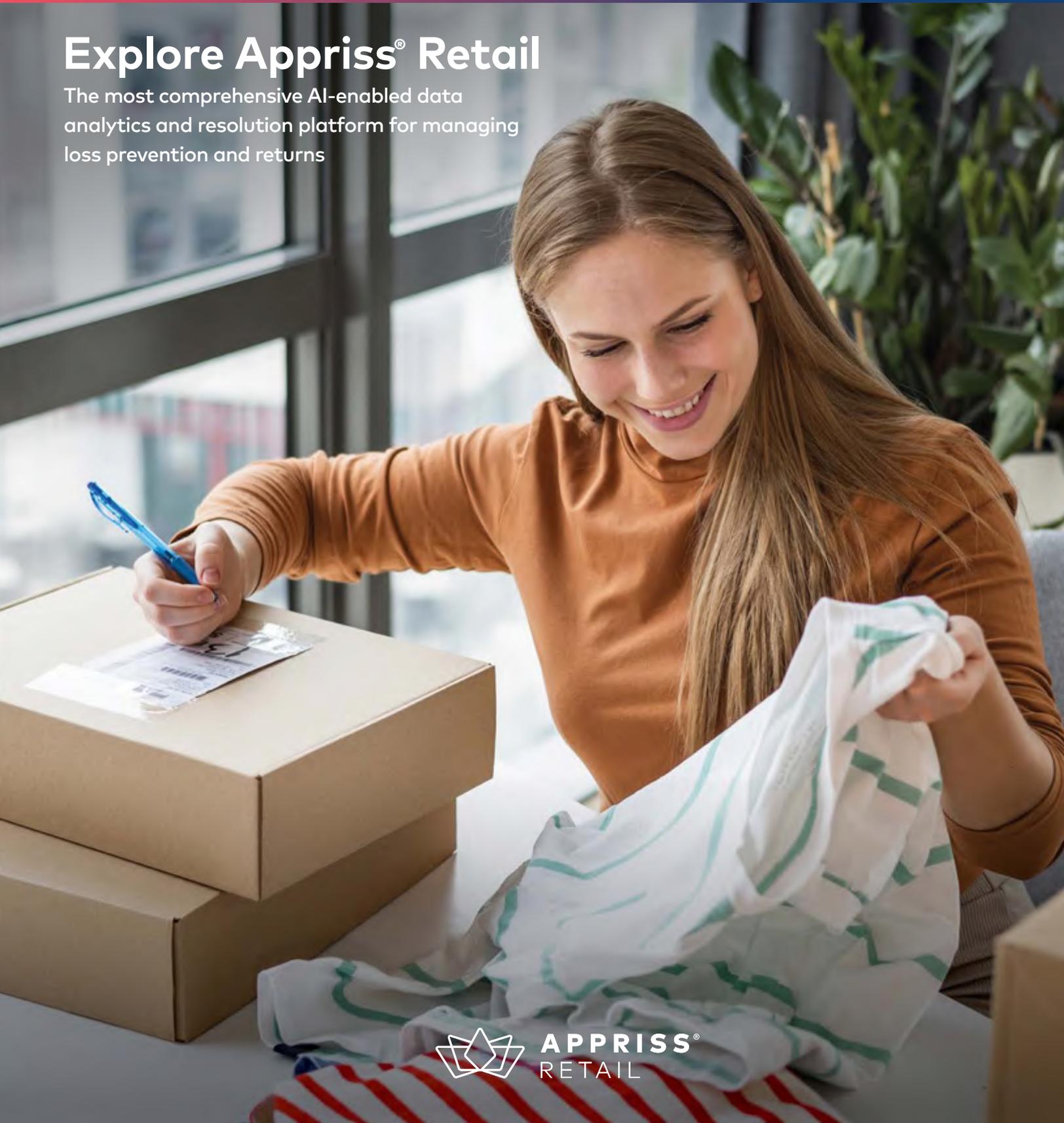
REDUCE RISK

DRIVE EFFICIENCY

MAXIMIZE PROFITABILITY

Explore Appriss® Retail

The most comprehensive AI-enabled data analytics and resolution platform for managing loss prevention and returns



APPRISS®
RETAIL



Identify and Manage Risk In-Store and Online

Retailers face increasing threats to profitability from returns fraud, employee theft, and worse — organized retail crime. The Appriss Retail platform uses the power of artificial intelligence and machine learning to quickly analyze mountains of a retailer's data in real time to find the anomalies that indicate consumer and employee behaviors that require investigation.

Identifying the risk is just the first step. Our solutions go further by automatically offering recommendations and providing tools to help you manage, control, and minimize the risks without alienating your loyal customers and employees.

MAXIMIZE PROFITABILITY

Reduce costs associated with returns, recapture revenue during the returns process, and identify fraudulent sales-reducing activities at the point of sale. Appriss Retail solutions look for opportunities in your own data to give you insights into when to offer custom incentives that encourage shoppers to return online purchases in-store or make additional purchases after a return. At the same time, the system easily detects fraudulent and abusive activity and provides recommendations to help you minimize the resulting processing costs, reverse logistics fees, resource expenses, and waste — and add value back into your business.

REDUCE INEFFICIENCIES AND WASTE

Take advantage of the power of artificial intelligence and machine learning to analyze your customer and transaction data and in real time and derive actionable insights that drive efficient operations both online and in-store. Appriss Retail solutions help you detect anomalies and patterns that indicate abuse and fraud, identify process knowledge and training gaps, and provide your team with guidance and recommendations based on your organization's own policies.

INCREASE CUSTOMER LIFETIME VALUE

Use data-driven insights to offer flexible policies that provide a positive and consistent return and claims experience across all your selling channels. Appriss Retail solutions instantly recognize legitimate and valued shoppers and provide recommendations to approve returns and claims without friction or bias. On the other hand, the system will also instantly recognize the small percentage of people who cause the greatest amount of loss due to fraudulent activity and provide recommendations to help your team take the best action to minimize the impact on your bottom line.



Detect the anomalies, personnel and operational inefficiencies that drain your profits.

Secure uses advanced analytics fueled by artificial intelligence to provide immediate insights into the people, transactions, and processes that indicate risk, theft, organized retail crime, or other sales-reducing activities.

SECURE COACH

Provides insights into employee behavior to recognize your top performers and identify the team members who need additional coaching to succeed. Use Secure Coach to easily set up training programs and then track employee progress and results to ensure your associates provide the highest level of customer service according to your policies and procedures.

SECURE CASH OVER/SHORT

Consolidates transaction and over/short data across all registers into one detailed report to simplify your cash office reconciliation process and save hours of time normally spent on manual tracking. Secure Over/Short analyzes the data and identifies the trends and discrepancies worth investigating to ensure lane and cashier accountability.

SECURE AUDIT

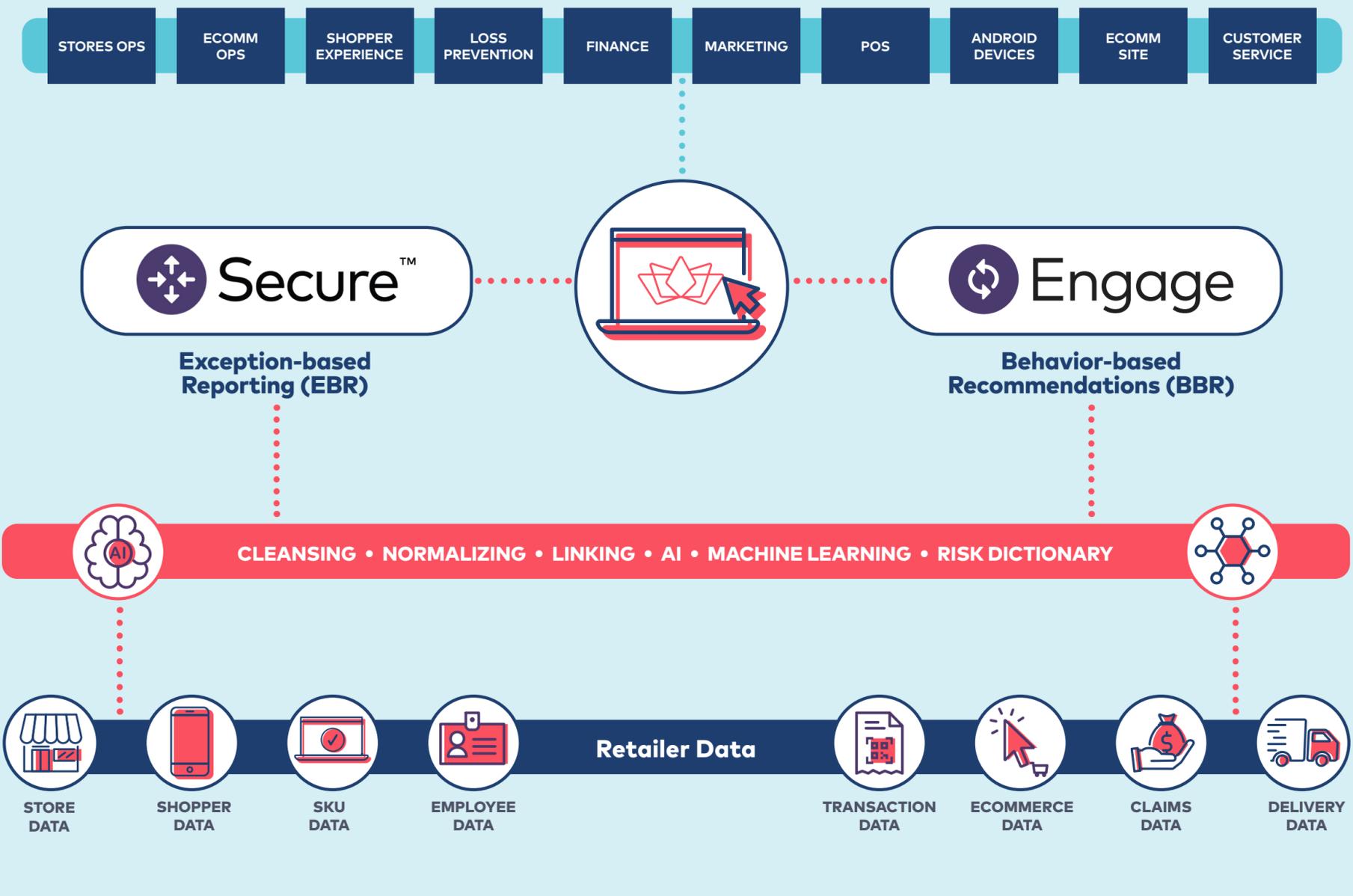
Automates the audit process to provide the information you need to meet compliance reporting requirements, and to identify operational and manager performance issues that are reducing your store profits. Secure Audit's simple user interface and sophisticated data analysis models make it easy to collect and analyze data to create more effective action plans.

SECURE INCIDENT

Provides a centralized and accessible incident tracking and reporting workspace to help AP/LP teams manage all aspects of incidents and cases. Secure Incident improves productivity and efficiency for loss prevention investigations throughout your organization.

SECURE INVENTORY

Collects inventory movement data from your organization's systems of record and highlights anomalies related to inventory positions. Secure Inventory helps retailers reduce total loss, improve top-line sales through increased inventory availability, and enhance the customer experience.



Minimize fraud risk while reducing friction at the point of return.

Engage harnesses the power of data science and artificial intelligence to analyze your transaction data in real time and deliver behavior-based recommendations that minimize return rates, reduce fraud, recoup lost revenue, and promote consumer engagement at the point of return.

ENGAGE RETURNS AUTHORIZATION

Detects consumer behaviors that indicate retail return fraud, buy-online-return-in-store (BORIS) fraud, or retail return abuse by using predictive algorithms and statistical models to analyze your omnichannel transaction data. Allows you to create a dynamic returns policy that denies transactions that reflect extreme outlier behavior and protects and enhances your relationship with your valued customers.

ENGAGE CLAIMS AND APPEASEMENTS AUTHORIZATION

Gives you the ability to quickly identify high-probability fraudulent claims that could be costing you millions each year. Engage Claims and Appeasements Authorization uses the innovative Appriss Linking System to link transaction identifiers across all your online and in-store orders to identify transactions that involve consumers who may be trying to hide their identity. The system then provides recommendations to approve or deny the claim — or approve it with a warning — taking the uncertainty out of claims interactions.

ENGAGE INCENTIVE OPTIMIZATION

Uses the information available at the point of return or purchase to issue intelligent incentives to the consumers most likely to purchase today, i.e., the ones already in your stores or on your sites. Incentive Optimization delivers targeted, personalized incentives that will quickly drive new revenue within hours of a return.



Appriss Linking System connects the dots within your data

Applying AI-driven data analysis across all your transactions, the Appriss Linking System automatically connects transactions made by consumers who have changed components of their identity (email, bill-to address, ship-to address, phone number, etc.). A connection is flagged whenever two of the identifiers appear on the same transaction or connected transactions.

The system then flags the account(s) to give your employees (or automated systems) recommendations to approve, warn, or deny a claim based on guidelines defined by your company. **The result: Potentially millions of dollars of direct value back on your bottom line.**



30 Days

Fast Implementation.

When you choose Appriss Retail solutions, you can trust you'll be up and running as quickly as possible. Our Software-as-a-Service (SaaS) solutions can be deployed in as little as 30 days. Your implementation team will be with you every step of the way to ensure your data is accurately mapped and users are trained to get the most out of your new system. Best of all, as our solutions evolve, you'll have access to all the new features and updates as soon as they are released.



24/7/365

Ongoing Support.

Appriss Retail's dedication to your success doesn't stop when implementation is complete. Our Customer Assurance Program provides ongoing access to additional training and 24x7x365 support through our technical support portal. Live training webinars and general training are also available each year to help your team learn new strategies and tips for maximizing the value of your Appriss Retail solutions.



Request a Demo at
[Apprissretail.com/about/contact](https://apprissretail.com/about/contact)



Leveraging more than 20 years of data science expertise, Appriss Retail transforms multichannel consumer interactions and loss prevention by providing real-time, actionable recommendations that reduce fraud and losses, drive efficiency, and maximize profitability. The company's Software-as-a-Service (SaaS) solutions for behavior-based recommendations (BBR) and exception-based reporting (EBR) allow retailers to use machine learning and artificial intelligence to stop, modify, redirect, or reward the actions of employees and consumers. Appriss Retail serves a global base of leading specialty, apparel, department store, hard goods, big box, grocery, pharmacy, and hospitality businesses in more than 180,000 physical and online locations in 45 countries across six continents.

For more information visit: apprissretail.com

Follow Us On:  