



Business Intelligence for Retailers

Infodepth's shrink detection and analysis module gives retailers the power to strike back against the numerous types of activities that result in store losses. Quite often, these losses are down to a need for additional training but there are also many occasions when the losses are a result of a more organised and criminal nature.

According to the Centre for Retail Research, total shrinkage for UK retailers in 2007 was over £7bn. Over 50% of this was due to employees, either as a result of criminal behaviour or lack of knowledge at POS.

In order to counter these alarming figures, Infodepth's retail shrink module allows the identification of:



- ✚ Highest risk operators
- ✚ Highest risk transactions
- ✚ Comparisons at branch or operator level to the company average for all transactions
- ✚ Analysis of usage patterns of cards employed in transactions
- ✚ Opportunities for re-training operators
- ✚ Historical behaviour patterns
- ✚ Transaction sequences that have failed your own pre-set rules

Infodepth's shrink module works alongside our Data Warehouse, which contains every till receipt across your estate for many years.

“The average value of merchandise recovered from dishonest employees is nearly seven times that of the average shoplifter.”

Ernst & Young

“Historically, we’ve seen retailers losing between one and two percent of revenue”

Read Hayes

Loss Prevention Research Council

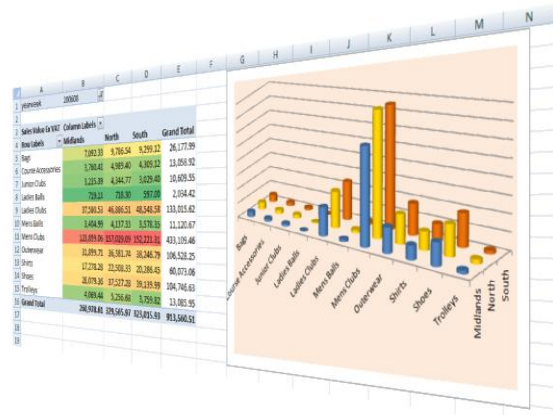
“The UK was second behind Iceland in a study of employee theft in 25 nations, costing employers £1.5bn last year”

Centre for Retail Research

You will setup a number of pre-set rules that, if triggered during the nightly Infodepth load, will alert the relevant people either immediately or the next morning.

These could be as simple as “any refund over £50” or as complicated as a specified sequence of transactions on the same till.

Infodepth’s consultants will provide recommended rules that are known to have been beneficial in other retail companies.



Once a rule is broken, reports can be retrieved immediately that allow analysis of what has caused the event. Then, with a few mouse clicks, analyse in greater detail what other transactions might have surrounded that event.

Once the message gets around your estate that you can see any fraudulent activity as soon as it happens – or at worst the next day – you are on the way to cutting back the losses and adding more direct revenue to your bottom line.

Infodepth’s shrink module pays for itself within a few weeks or months – it’s time to get started.

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