



John Smith, Vice President of Retail Sales for ADT Europe, the Middle East and Africa, explains how security applications must be mindful of the ergonomics of store design.

# Security should not be at the expense of good customer service

**A**s competition in grocery retailing intensifies, the drive to provide greater levels of efficiency as a means of driving down costs and delivering improved customer service continues. Further emphasis is being placed on staff training, and new systems and procedures are constantly being developed to try and make store processes as streamlined as possible. It is therefore important that security applications are not simply 'bolted on' to existing store operations but are carefully designed with these aims in mind.

Clearly, the first priority must be to ensure that security measures tackle shrinkage effectively but it should not be at the expense of customer service and shopping convenience. Just as we have become familiar with the idea of designing security systems that blend in with the look and feel of a store design, we should also ensure that the technology performs seamlessly within the smooth operation of a store.

ADT's Sensormatic® electronic article surveillance (EAS) systems utilise Ultra•Max®

acousto-magnetic (AM) technology and offer the highest levels of detection on the market. However, it is just as important that the systems are designed to minimise false alarms. This helps to ensure that the positive impact of the EAS systems on shrinkage is not adversely affected by numerous false alarms that require the attention of staff and disturb the store environment.

### Working with current processes

Where possible, security systems should combine with current store processes rather than add to them. Working in partnership with leading scanning manufacturers Datalogic, Metrologic and NCR, it has been possible to develop checkout scanners that are now available with integrated Ultra•Max® deactivation technology.

Mr. Jaegers, owner of the EuroSpar in Putte in the Netherlands, has adopted the new scanning/deactivation solution at his store and was impressed how it significantly simplified the point of sale (POS) process. He said: "It

allows my EuroSpar to maintain the effectiveness of our loss prevention programme while providing customers with increased efficiency at the checkout. This has really made a big difference to the throughput at the POS which helps us to deliver an enhanced service to our customers."

In addition, the integration of the two technologies helps to address employee theft with scan-enable functionality that limits collusion by allowing deactivation only after a valid barcode is scanned.

### Delivering insight

Intelligent use of security applications can even be used to provide management information that can help drive further efficiencies. For example, people counting technology integrated into EAS pedestals and linked with POS and video surveillance systems can be used to measure the effectiveness of store promotions. It can establish traffic flow patterns in the aisles and at checkouts and help to determine the number of staff required at different times of the day.

Security technology must avoid adding unnecessary operational demands on a store environment. At ADT we will continue to work with our customers and partners to develop loss prevention technology that works in greater synergy with store processes and is capable of providing management information that can help retailers to realise greater efficiencies and improved customer service.

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