

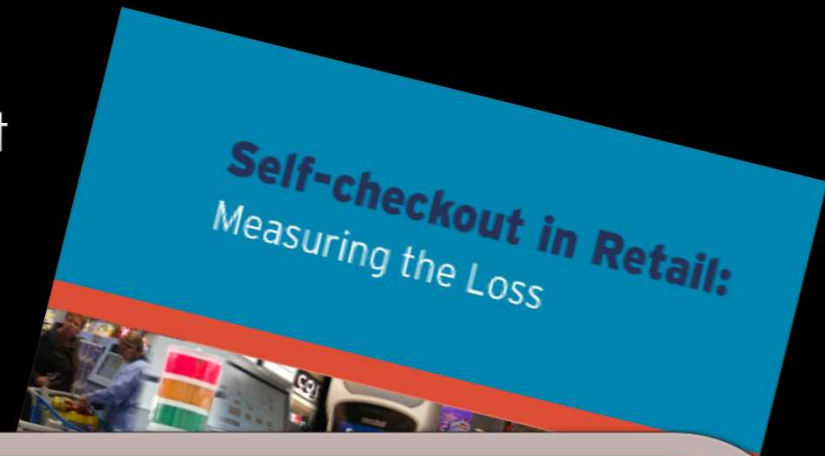
EVALUATING THE IMPACT OF IMPROVING SELF-SCAN GUARDIANSHIP ON RETAIL LOSSES

AN ECR COMMUNITY RESEARCH PROPOSAL



BACKGROUND AND CONTEXT

- Recent ECR Report charted impact on retail losses
- Provided a critical review of approaches to control SCO



AMPLIFY RISK & ENHANCE DETECTION

COMPLIANCE

Guardianship

Technology

Process

Design

CONTROLLING THE SCO ENVIRONMENT

MINIMISE PRODUCT-DRIVEN ERRORS

KEY ROLE OF GUARDIANSHIP

AMPLIFY RISK & ENHANCE DETECTION

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CONTROLLING THE SCO ENVIRONMENT

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RESEARCH OBJECTIVES

In what ways and to what extent might improvements in the capacity to deliver effective guardianship have on levels of retail losses associated with SCO systems?

- What impact might changes in the selection, training and reward of SCO supervisors have on levels of loss for both Fixed and Scan and Go SCO systems?
- What types of information should be provided to SCO supervisors about the vulnerabilities associated with SCO systems and to what extent does it improve performance?
- What impact might a range of tools and techniques to improve the capability of SCO supervisors to identify non-scanned items when undertaking Partial Re-scan Audit Checks have?
- How might changes to the design of store SCO areas better facilitate guardianship?

METHODOLOGY

- As detailed in report, measuring SCO-related losses is challenging
- Various ways exist to measure loss:
 - Before and After Studies
 - With and Without Studies
 - Technology-based Analysis
 - Video Monitoring Analysis
 - Analysis of Audit Data
 - Walk-away Analysis
 - SCO Supervisor Experiences
- Highly dependent upon the commitment and capability of participating retailers
- Use of store audits

METHODOLOGY

- Delivering Interventions
 - Specialist company
 - Retailers
- Store Selection
- Time Period

OUTCOMES AND SIGNIFICANCE

- Growth in use of SCO technologies inevitable across retail
- Impact of SCO technologies on retail loss now becoming clearer
- Importance of understanding the impact of SCO-related interventions
- Guardianship a key factor but poorly understood and delivered
- Study will deliver a better understanding of what 'good' guardianship can bring to the management of SCO-related retail losses
- In practical terms the research will generate a number of outputs:
 - A detailed research report (in electronic form).
 - A webinar summarising the key results from the study.
 - A one-day interactive workshop based upon the findings from the study.

OTHER SCO-RELATED
RESEARCH IDEAS