

Reducing loss and aggression in stores

How one of the fastest-growing athletic apparel retailers in the world was rewarded for rethinking their approach to case management



Transforming their approach to asset protection

This global apparel retailer partnered with Auror to address the alarming loss and aggression trend in their stores. They were rewarded almost instantly - proving that leaving their legacy case management system behind was a risk worth taking



*“For anyone
wanting to reduce
retail theft and
harm at scale,
this is the platform”*

Senior Director of Global Asset Protection

How they reduced theft by 23%

From reactive case management to proactive crime intelligence

1

Reported the right intel, faster

Structured data on each incident including people, vehicles, CCTV, and imagery

2

Intel identified the people driving their loss

Automatically linked known offenders and vehicles whenever they offended

3

Built detailed cases against the worst

Gained a comprehensive understanding of each offender and their history

4

Empowered teams with intelligence to reduce theft and harm

Prevented theft and resolved cases against the people driving their loss

Addressing the challenge of escalating loss and harm in six months

Retailer's challenges

- Time-consuming and cumbersome incident reporting system
- No visibility or insights on repeat offenders
- Escalating theft in stores

Benefits realized within six months

- Saving six minutes recording each theft event, while collecting more effective intel
- Identified the 20% of offenders causing 52% of the total \$ value of theft
- 23% reduction in theft from stores

“It’s so simple, yet so effective at getting the intel needed to drive real outcomes”

- SR. DIRECTOR GLOBAL ASSET PROTECTION

From cumbersome to simple and intuitive incident reporting



73% of events had an image, while also saving 6 minutes per event

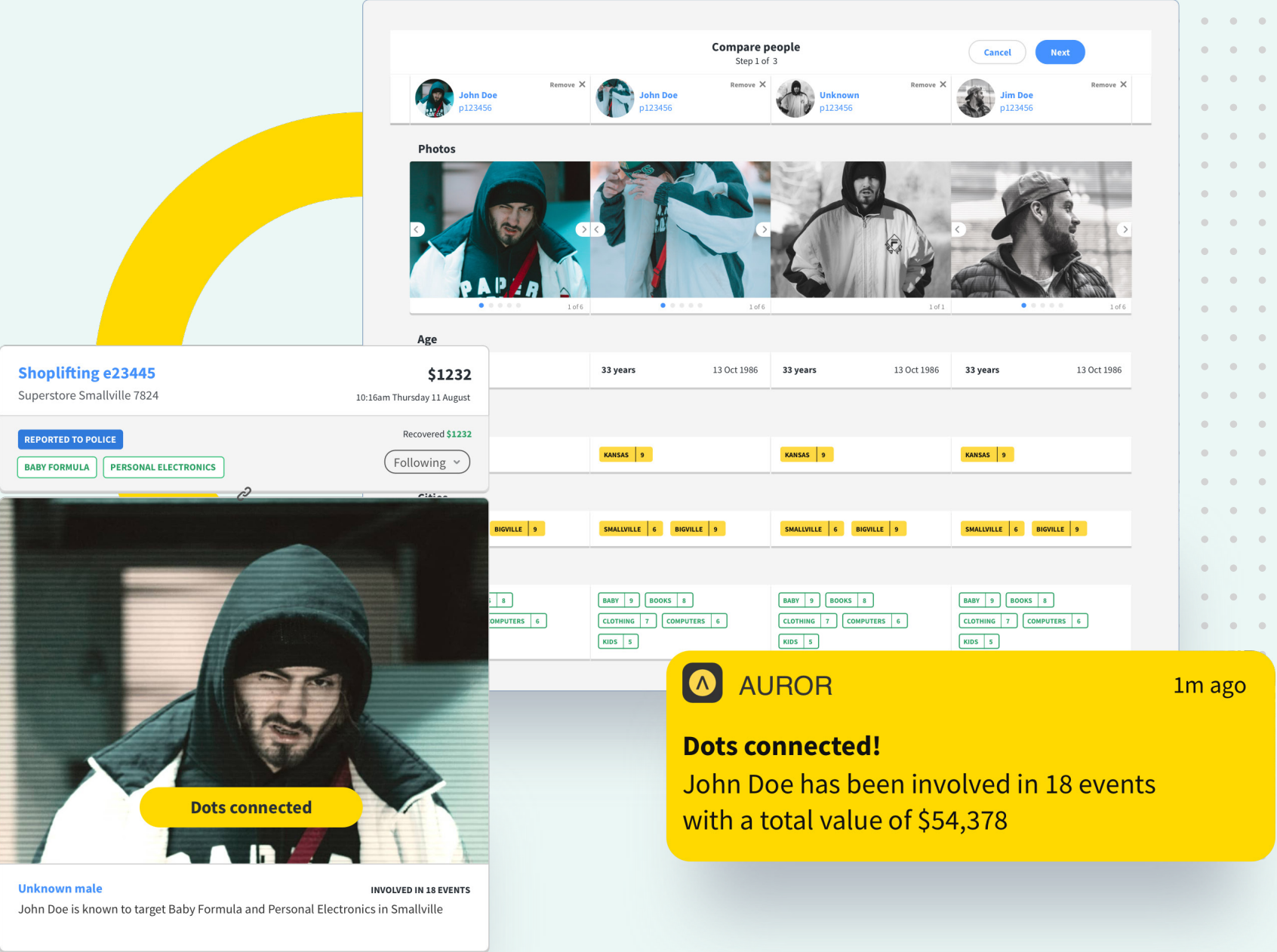
Average time saving per report: **6 mins**

“The platform is so intuitive, that it does much of the work for us, from surfacing insights, connecting the dots, to getting actionable intel to teams”

- SR. DIRECTOR GLOBAL ASSET PROTECTION

From manual
spreadsheets to
platform-generated
dot connection


**20% of offenders
accounted for
52% of their loss**



Compare people
Step 1 of 3

John Doe p123456 John Doe p123456 Unknown p123456 Jim Doe p123456

Photos

Age

Shoplifting e23445 \$1232
Superstore Smallville 7824 10:16am Thursday 11 August

REPORTED TO POLICE Recovered \$1232
BABY FORMULA PERSONAL ELECTRONICS Following

Dots connected

AUROR 1m ago
Dots connected!
John Doe has been involved in 18 events with a total value of \$54,378

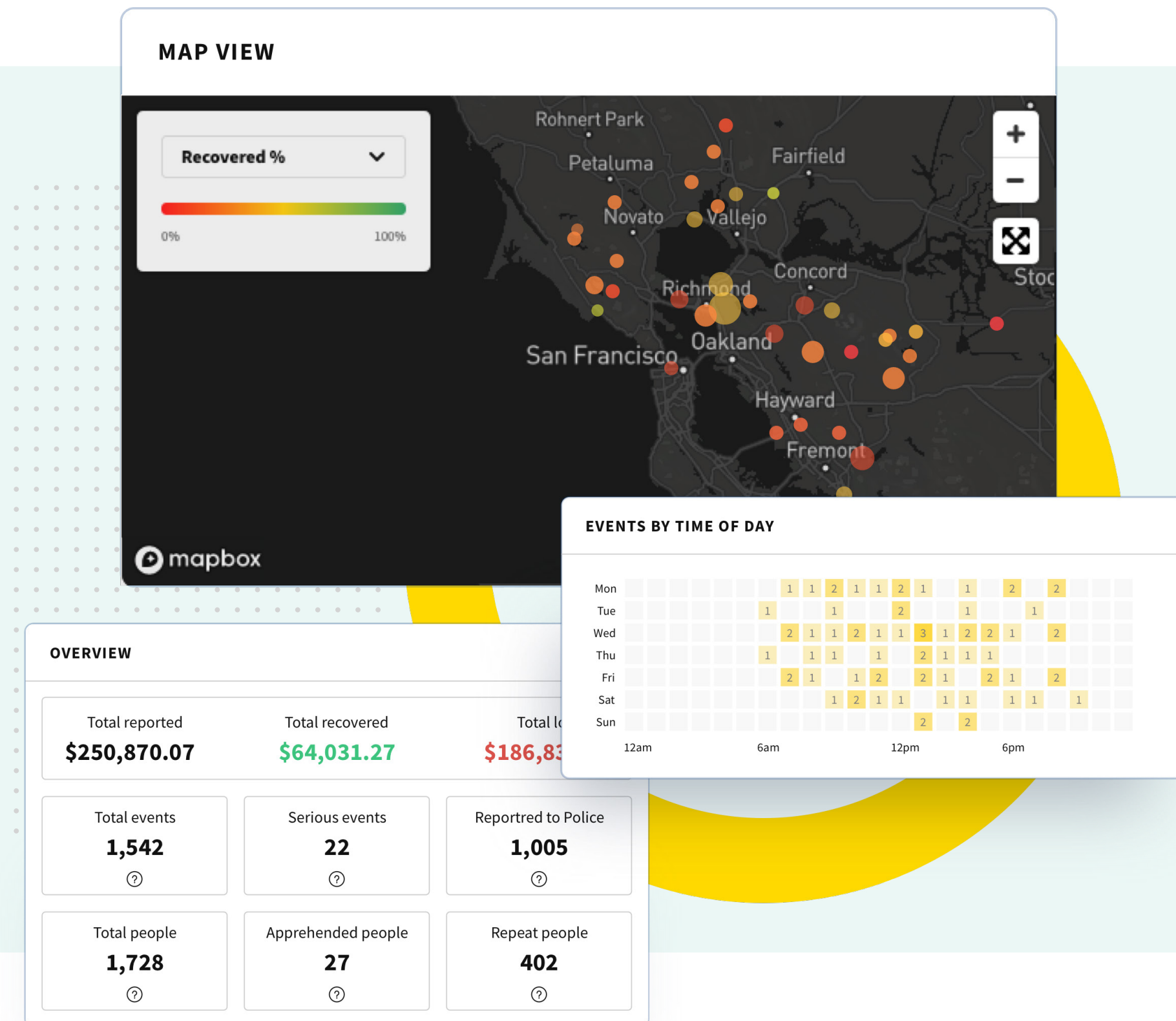
“It has been game-changing. We’re now able to spot patterns that we never saw before and focus our efforts in the right places”

- SR. DIRECTOR GLOBAL ASSET PROTECTION

From multiple tools,
to a single platform
to build and
resolve cases



**12% reduction
in events of
over \$1000**

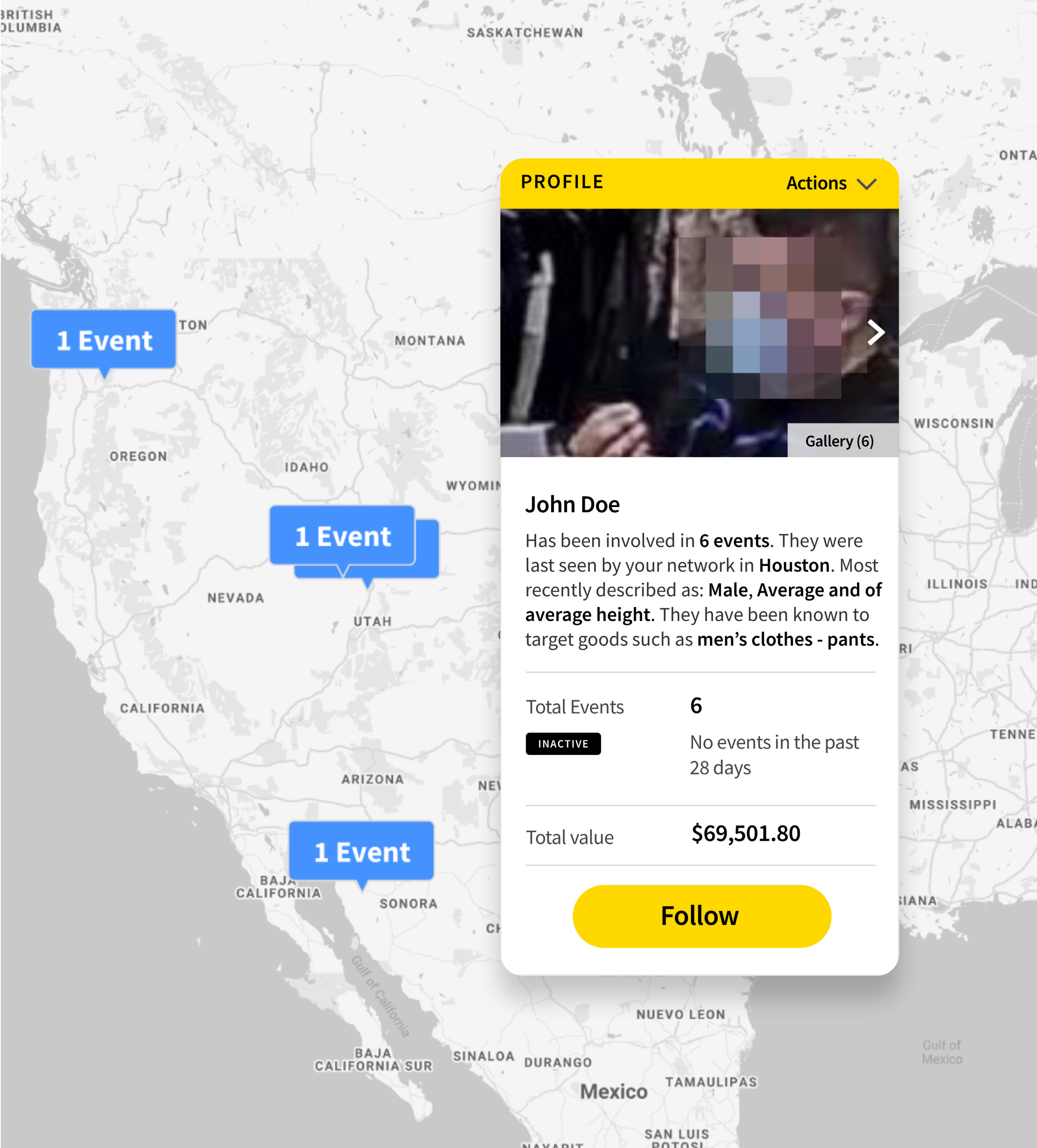


CASE STUDY

Stopping a prolific repeat offender responsible for \$69K worth of events

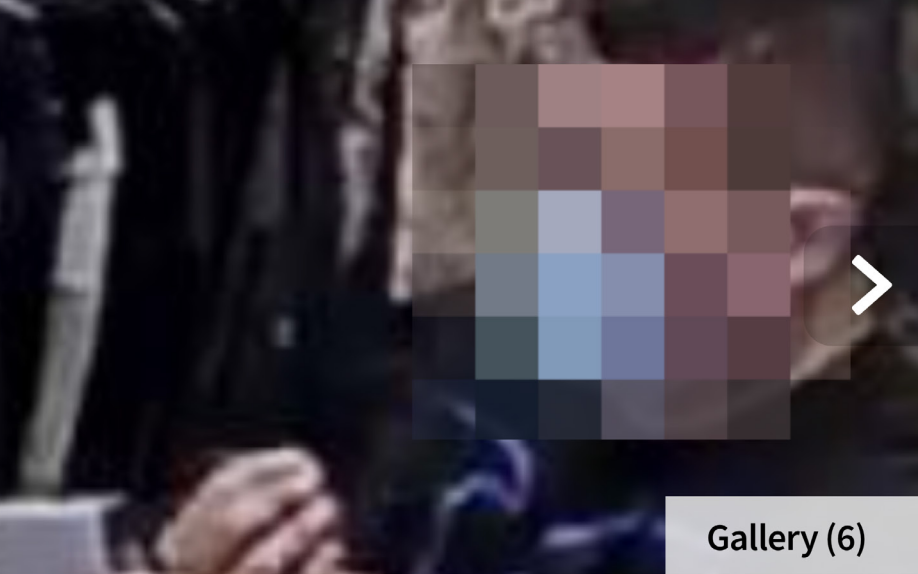
“As a small team we needed a system that allowed us to focus on delivering outcomes, rather than simply trying to make sense of the data.”

Working with an ORC group of 28 other subjects, this person was connected to six events across three different states. After being identified and prevented in stores thanks to real-time intel, the subject did not return.



PROFILE

Actions ▾



John Doe

Has been involved in **6 events**. They were last seen by your network in **Houston**. Most recently described as: **Male, Average and of average height**. They have been known to target goods such as **men's clothes - pants**.

Total Events	6
INACTIVE	No events in the past 28 days

Total value	\$69,501.80
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Follow

Moving towards a future with even less theft

With its early success in North America, the retailer is looking for global impact next

6min

saving per
reported event

52%

of loss caused by
20% of offenders

23%

reduction
in theft

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Want to learn how you can
reduce crime, loss, and harm?

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