

Keepers

Providing benefits beyond loss prevention



According to the Keeper Research Project, an extensive new study by the U.S.-based Loss Prevention Research Council, more effective use of Keepers by retailers can help to provide a significant financial benefit. We spoke to Dr. Read Hayes, Director of the LPRC, to find out what the study can teach retailers about the protection of razor blades in-store.

What were the objectives of this study?

We were trying to find out if Keepers provide any sort of protection to blades and razors, beyond what they would have without them. We went to different stores at one of the top U.S. retailers and analyzed issues like how the use of Keepers affected retailers' receiving of the products and how it affected display at point of sale. We also wanted to look at consumer behavior, too.

We were interested in finding out how Keepers affected shopping behavior and point of sale experience and if they attached any significant aggravation and time at check out.

What methodology did you use?

We made observations in the store and we interviewed employees and consumers. Then we combined information with the manufacturer, Gillette—which is a

manufacturer that has a lot of experience with Keepers. We spoke to other retailers and got input from some of the experts at Checkpoint and Alpha, as well. In the next phase of the study, we took all the information and set up an R&D store in Atlanta. Then we started engineering these best practices into that particular retailer in order to implement a fully engineered Keeper system in supermarkets to see how that would work versus the control stores.

What feedback did you get from the consumers?

The consumers we interviewed reacted positively to plastic Keepers, saying that they would have no significant influence on purchase of product. They commented on the quality of the Keepers and how improved they were from earlier versions in terms of design, aesthetics and product visibility.

return on investment: the results indicate that successfully applied Keeper systems can provide a significant financial benefit to stores. Other benefits from the study included a significant reduction in out-of-stock occurrences in test stores using the keepers solution.

What kind of benefits can retailers gain from this research ?

I think the main benefit is to allow retailers to refine what they do and be more precise. Having much better and more reliable, actionable information is the best way to tackle shrink nowadays. This is the first research in-store that proves that the Keeper security solution works and has a significant return on investment. If I were a security manager, I would use that study to justify my investment in security solutions for my store.■



Dr. Read Hayes
 Director of the US
 Loss Prevention
 Research Council

“ The study results indicate that successfully applied Keeper systems can provide a significant financial benefit to stores. ”

How about the employees?

Employees were also happy with them, finding them practical and easy to use. We found that employee training and awareness were critical for the successful implementation of a Keeper system. Our study showed the importance of training employees in correct usage of the Keeper system, including how to remove products from Keepers as quickly and efficiently as possible, as well as the importance of compliance with alarms at store exit.

What were the initial results of the testing?

The results were very positive for the stores implementing Keepers. When we looked at how many units were lost per store weekly, and how many were sold, there was a clear difference between the stores using Keepers, and the stores that weren't. In the stores with the system, we found a fairly significant increase in sales and a decrease in losses that weren't found in the control stores. Our preliminary analysis of the ROI shows that there is a positive

An example of an Alpha Keeper to protect high-theft products.

