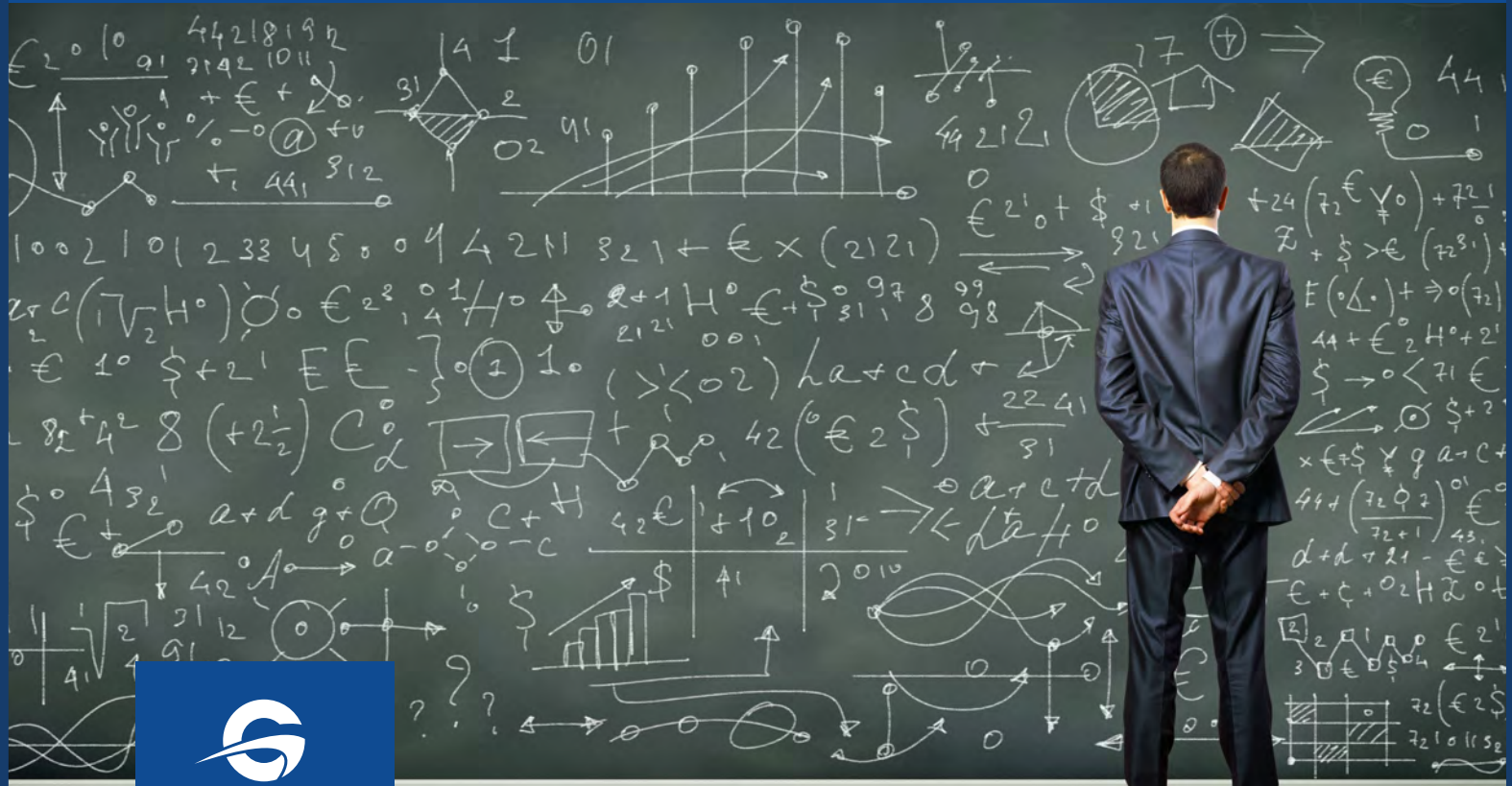


shoplifting

THE 5 STAGES OF GRIEF



Retailers are expected to lose a staggering \$50.6

Billion this year (NRSS 2019). Approximately \$18.5 Billion of that is from shoplifting alone. That buys enough cans of red bull to circle the earth 32 times. Listen, do you hear that sound? That is the sound of retail loss prevention executives grieving the loss of their merchandise, profitability, and sanity.

The five stages of grief (**Denial, Anger, Bargaining, Depression and Acceptance**) are universally experienced by people from all walks of life and all cultures – including many LP executives across all retail verticals. Not everyone will experience all five stages, or in order. But one thing is certain – retailers are under siege and their loss prevention leaders are suffering as a result. *Here we will focus on just three of the five stages.*

Kübler-Ross Grief Cycle

Denial



Anger



Bargaining



Depression



Acceptance



Let's just cut to the chase...You may be in **Denial**. It's ok because if so, you are in good company. Retailers across the globe have fallen victim to an external theft epidemic many don't believe exists. What could it be? Fraudulent returns, e-commerce crimes, and self-checkout scams would all be excellent guesses, but we would be incorrect because the thefts in question are not the result of a sophisticated criminal enterprise. The merchandise is simply rolling out the front door, unbeknownst to nearby customers and employees. ***Adding insult to injury, retailers are also giving the offenders the tool they need to commit such a brazen act - the shopping cart! It can be hard to believe these types of thefts, known as Pushout Thefts, are happening with any degree of frequency.*** However, as the retail landscape evolves and moves away from labor-intensive service models to frictionless shopping experiences, an abundance of employees is no longer around to scare off would-be offenders. Even when employees are present, it is not unusual to see customers exiting the store with a cart of groceries.

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With emerging technologies that focus on point of sale, display fixtures, and artificial intelligence, it has recently become easier to fill a cart with merchandise and disappear out the front door. The denial is real. If retailers truly believed they had a pushout theft problem, it would only make sense that solutions, like Gatekeeper Systems Purchek™ solution, would be as ubiquitous as EAS, intrusion systems, or even CCTV. The truth is, less than 1% of all major retail stores have a pushout prevention solution in place. Until now, it's been the best kept secret in retail.

Anger is the next phase of the grief cycle and here are some recent headlines and statistics to get angry about:

- **Woman and 13-year-old granddaughter accused of \$1500 Pushout Theft**
- **\$18,000 in tools stolen from Home Depot store**
- **In a study at a major US retailer involving around a 100 stores utilizing Gatekeeper's Purchek™ Pushout Prevention solution, results confirmed between 2 and 11 pushouts per week for an annual loss of nearly \$880,000.**

\$1,342

AVERAGE PUSHOUT THEFT LOSS

▲ Up \$567 from 2018

10%

PUSHOUT THEFTS ENDED IN VIOLENCE

▼ Down .2% from 2018



59.5%

ORGANIZED RETAIL CRIME PUSHOUT THEFTS

▲ Up .05% from 2018



36.9%

PUSHOUT SHOPLIFTERS NOT CAUGHT

▲ Up 2% from 2018



33 YEARS OLD

AVERAGE AGE OF PUSHOUT SHOPLIFTER

▼ Down from 37 years in 2018

Continued ►

By now, if you are not standing up surrounded by your industry peers, announcing your name, and stating “I have a problem,” it’s time for an intervention. The evidence around Pushout Theft is overwhelming. Now it’s time to do something about it. The first step is figuring out just how big your pushout problem is.


- 1) The best methodology in determining the scope of pushout theft, is to measure losses on items that can only be stolen with the help of a shopping cart. Typically, these are heavier and bulkier items. Depending on the retailer, these items can be anything from multiple cases of energy drinks to vacuum cleaners. Look for where these items rank among the top shrink SKUs in both dollars and % to sales.**
- 2) Basic food and general merchandise items also contribute to a significant portion of the problem. Generally, these items represent thousands of SKUs, making it difficult to isolate. Look for unexplained shrink or unit variances across categories that typically are not targeted for theft or do not meet product protection standards.**
- 3) Store design plays a major role. Offenders look for easy targets and the path of least resistance. Having multiple sets of entry/exit points and obstructive views is a safe haven for bad guys. Much in the same way, the growing trend of self-checkout and mobile payment systems has provided additional opportunities for pushout offenders to circumvent the traditional shopping pattern – also known as: paying for your merchandise.**

The final phase of the grief cycle is **Acceptance**. By now, you have fully accepted that the Pushout Theft problem at your retail store is real. It's happening. Everyday. Quantifying the losses can be tricky in the absence of an existing Pushout Theft prevention solution, but rest-assured, the payback is there. It is truly the gift that keeps on giving. Aside from the obvious merchandise recoveries, there are ancillary benefits that will surely grab the attention of your business partners in human resources, safety, and operations:

- **10% of all shopping cart thefts result in violent confrontations.**
- **Having a solution that keeps your associates and customers out of harm's way significantly reduces worker's compensation and general liability claims. Pushout Theft prevention solutions are focused on recovery, not apprehension. These technological interventions are 100% behavior based. Taking the guesswork and the potential for customer confrontations out of the equation ensures that your company's brand reputation is also protected from damaging discrimination and profiling claims.**
- **Reductions in theft activity means more products are in-stock and available for purchase – driving sales increases.**
- **Pushout Theft prevention technology never takes a day off or gets distracted, meaning door greeters, security officers and shoplifting agent labor hours can be reduced, reallocated, or eliminated.**

Purchek

BENEFITS ANALYSIS

An iceberg is shown floating in a teal ocean. The tip of the iceberg is above the water line, while the much larger body of the iceberg is submerged below. The background is a light teal sky with three white clouds. The ocean is a darker teal color with a white scalloped line representing the water surface. The iceberg is a complex, multi-faceted shape in shades of teal and white. Two vertical double-headed arrows are positioned on either side of the iceberg, one on the left and one on the right, spanning from the water surface to the bottom of the submerged part of the iceberg.

Merchandise Recovery

A cart-based pushout prevention system thwarts ORC and shoplifters at the moment a theft occurs. As a thief attempts to exit with unpaid merchandise, the pushout prevention system locks the cart in place, keeping your merchandise in the store.

WC/GL Reduction

With an automated pushout prevention system, confrontation-free stops are the norm. This reduces the opportunities for violence, lowering liability and litigation costs.

Increased Sales

Removing carts from ORC's tool set stops shelf-clearing thefts, making more merchandise available for your paying customers.

CAO / In-stock

With automatic locking wheels your merchandise never leaves the store, making recovery quick and keeping your shelves full.

Labor Reduction

Pushout Theft prevention technology never takes a day off, meaning door greeters, security officers and shoplifting agent labor hours can be greatly reduced or eliminated.

For help determining the extent of losses caused by Pushout Theft in your organization, contact Gatekeeper Systems by clicking [here](#).



About Gatekeeper

Gatekeeper Systems' expanded product suite of intelligent cart solutions offers solutions for EVERY retailer's needs to minimize merchandise loss and reduce asset and labor expenditures.

Gatekeeper's loss prevention, retail analytics, and cart containment solutions utilize patented locking wheel technology to put an end to cart-based shoplifting, shopping cart loss, and uninformed decision-making. Cart management solutions increase safety and reduce labor costs by maximizing productivity while simultaneously resulting in a positive store image.

Intelligent pushout theft prevention solutions stop thieves and their cart full of unpaid merchandise from leaving the store. Customizable wheel technology allows retailers to defend their entire store or just a high loss department based on the store's unique layout.

NEW Retail Analytics solutions provide increased visibility for informed decision making. Increase efficiency, optimize fleet size, and perfect the entire customer shopping experience with store and enterprise-level analytics.

Find out why the top 20 retailers who use shopping carts rely on Gatekeeper solutions. To learn more or to schedule a free consultation, [click here.](#)