



STOPPING CRIME at Briscoe Group

with National Group Loss Prevention Manager, Nathan Breed

BRISCOES
HOMEWARE



Briscoe group are one of the best performing publicly-listed retailers in Australasia.

THE CHALLENGE

- Increasing loss from theft.
- Store & customer safety at risk.
- Desire to reduce loss by 20% within 3 years.

BENEFITS REALISED

- Reduction in theft related loss.
- Increase in store, staff and customer safety.
- 50% reduction in loss (in percentage terms) within 3 years.

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RETAIL THEFT IS COSTLY

Retailers are facing significant challenges in combating crime and loss, due to the rise in organised retail crime (ORC) groups and a lack of actionable intelligence. Poor reporting from stores, information siloed across multiple systems, and an inability to easily identify and link offenders to ORC groups, has frustrated retailers like Briscoe Group, until now.

CASE FOR CHANGE

For Nathan Breed, the National Group Loss Prevention Manager of Briscoe Group, the challenge was clear, "with growing pressure on profit margins and increasingly violent offenders putting staff & customer safety at risk, something had to change, and fast".

In 2015, Briscoe Group engaged Auror to deploy its crime intelligence platform to report, solve, and prevent crime across its entire network. Armed with the support of the Board, Nathan set an ambitious target to reduce loss by 20% over 3 years. Challenge accepted!

1 THE NEED FOR BETTER DATA

Traditionally stores left incidents unreported, as the process was often described as time consuming and cumbersome, with limited feedback on outcomes from reporting the incidents.

“We needed to empower our stores with a simple, quick reporting process”.

Not only did the quantity of incidents reported increase by 200%, but so did the quality of information

“Now we have all information and evidence in a central system, the depth of intelligence available has really opened our eyes to what is going on”.

With the stores now reporting, viewing information, and getting feedback on their efforts, Nathan knew the importance of achieving this initial, yet critical step in reducing crime.

2 FOCUSING ON REPEAT OFFENDERS

With the intelligence now available in an intuitive, centralised platform, Nathan was able to quickly identify and link incidents to repeat offenders and ORC groups.

“More than 50% of theft came from just 15% of our offenders”

These offences were no longer categorised as random or opportunistic thefts, but rather organised and deliberate.

“We now know what’s going on and who’s behind it, both at individual stores and across the group”;

says Nathan, “and we can finally combat this in a systemised manner”. With the ability to connect the dots on offenders easily, the Group was now in a position to solve more cases at a rate not previously possible.

3 STOPPING CRIME AT BRISCOE GROUP

To transform the organisation from reactive to proactive crime prevention, Nathan knew he needed to distribute

the right intelligence, to the right people, at the right time.

Equipped with localised dashboards and automated alerts, store loss prevention managers, such as Ethan Foote, were now empowered to keep their staff and customers safe.

“It gives me the intel to identify and prevent prolific offenders from targeting our stores”.

Briscoe Group are no longer an easy target, “offenders are being recognised when they enter our stores, where previously they would have gone undetected, thanks to the intelligence being available when needed”, says Nathan.



“It’s already helped me to be more vigilant about known offenders and organised retail crime rings.”

Ethan Foote, Rebel Sport Loss Prevention Manager

DID BRISCOE GROUP ACHIEVE THEIR TARGET?

*“Two years ago, we set an ambitious target to reduce loss by 20% over three years. We were amazed and immensely proud to have **actually achieved a 50% reduction**, which previously would have seemed impossible. This achievement is a result of a team effort, and an organisation committed to reducing loss.*

“But it’s not all about profits, with Auror we’ve made our stores and communities safer. Those benefits are priceless.”



* Reduction in percentage terms

WHAT’S NEXT?

Briscoe Group has started integrating its Automatic License Plate Recognition (LPR) into Auror, which now gives staff real-time alerts when a vehicle connected to a known offender enters its sites - “we got a vehicle alert and deterred that

person from entering the store. A notification also went out to other nearby stores that this person was active, and later that afternoon she was spotted at another store and prevented from stealing \$1400 worth of goods!

Technology is taking us to the next level of crime prevention.”

Thanks to Nathan and his Briscoe Group team, he has made his stores and community a better and safer place for everyone. Well done.

“She was prevented from stealing \$1400 worth of goods!”