

CREATE FRONTLINE SUPERHEROES WHILE ASSURING SAFETY AND PREVENTING LOSS



Now, more than ever, retailers are experiencing new challenges that threaten every aspect of their business. It's time to evolve your strategy to protect and empower one of your most valuable assets, your frontline staff. For 20 years, Intertek Catalyst has been working with major multi-national retail chains to develop custom-branded communication tools that will transform your frontline defences and improve your bottom line.

THE OBVIOUS VILLAINS

The bad guys in the retail world aren't hiding. They are boldly running away with your money in plain sight. They come in different guises; ORC, workplace injuries, shrink, internal or external theft, but they all have the same agenda. To reduce your profitability. Not to mention various fines and lawsuits that can take months, if not years to resolve.

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Each year, LP & Safety issues result in losses of over \$100 billion a year for retailers

KNOW YOUR ORIGIN STORY

Here are a few big numbers to get your heart racing. Let's take a look at each culprit's impact to your bottom line.

PREVENTABLE WORKPLACE INJURIES

Employers pay almost \$1 billion per week for direct workers' compensation costs alone.¹

ORGANIZED RETAIL CRIME (ORC)

100% of companies experience ORC with the average loss topping \$700,000 per \$1 billion in sales.²

THEFT

External theft has been the primary source of retail loss for the past four years in a row.³ Internal theft accounts for \$18 Billion a year in the U.S., where retail workers are regrettably stealing 54% more than their peers in other countries.⁴

ARMED ROBBERIES

Robberies and burglaries have increased 8.6% since 2016. 51% of robberies in 2019 were armed; there were 498 violent deaths in retail in 2019, up 33% over 2016.⁵

1 IN 3 EMPLOYEES SAY THAT
UNINSPIRING CONTENT
IS A BARRIER TO THEIR
LEARNING.



Choosing the right gear is imperative to the safety and success of your next adventure. Being prepared and aware of the protocol in the unlikely event of a critical incident is just smart planning. Know your exits and who to call during an emergency.



SHRINK YOUR PROBLEMS

Overall, shrink costs the U.S. retail industry \$50 billion a year.⁶ The average shrink rate for retailers is 1.38%,⁶ with many reporting figures much higher.

HEROES AREN'T BORN, THEY ARE MADE

Let's face it, humans are forgetful by nature. It takes more than just one training session and a quiz to create frontline heroes that can affect change. They need ongoing resources, assurances and innovative communications that engage every part of their brain. But why are we talking about memory?

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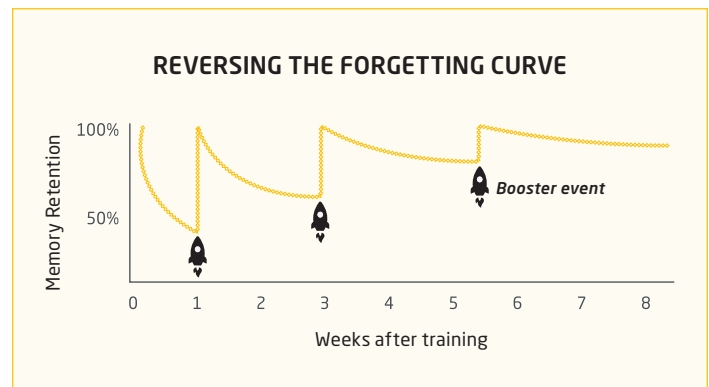
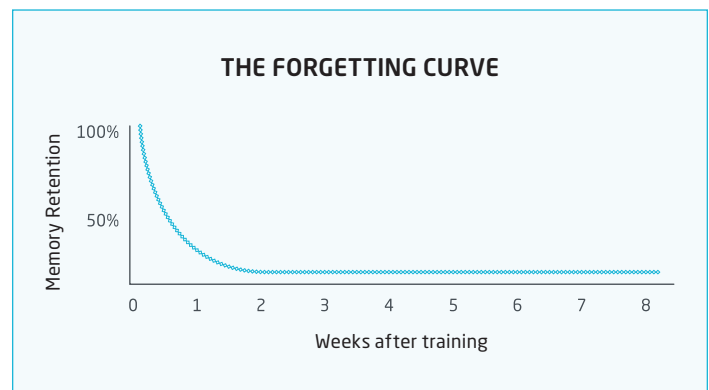
1 in 3 employees say that uninspiring content is a barrier to their learning.⁶



EVERY HERO IS VULNERABLE

Humans forget up to 80% of what they learn within a week. Educators call this “The Forgetting Curve”, but one way to prevent this from happening is with systemic intervals of reinforcement and refreshers. That’s an elaborate way of saying, keep the safety and loss prevention topics top-of-mind, all year long.

And while being forgetful is one thing, research also shows that you will be more likely to forget ineffective and tedious learning materials as fast as possible.



SO, IT'S A TWO-PRONGED PROBLEM. FREQUENCY AND QUALITY.

The who is and how you are delivering your safety and loss prevention messaging are two very specific areas of focus. Cookie-cutter solutions don't work and often a co-worker will simply ask another for best-practices.

In fact, **53% of retail employees say they learned at least half of their job duties directly from co-workers.**⁷ How confident can any retailer be that one employee with limited training and experience is providing accurate coaching to another employee?

THE GOOD NEWS IS, WE HAVE THE DATA:

- 55% say they rarely or never receive coaching from their supervisor⁸
- 92% want to know why they are doing something as much as how to do it⁸
- 61% want to be included in the development of training⁸
- 31% say there is too little time devoted to updates/reinforcement to training already received⁸—a higher percentage than one would expect employees to self-select

TIME TO ASSEMBLE YOUR TOOLS

A retailer's safety and loss prevention communication program needs to **apply the principles of learning science** to combat the forgetting curve. That's right. There is actual science!

That means you need the following:

- A strong internal brand that is uniquely your own. Why? Because behind every powerful brand is a group of employees that rally behind it, understand what it means and recognize it wherever they are
- A workplace culture analysis of your employees to tailor a successful program while creating a baseline for tracking and measuring success
- High-quality creative materials for each store location that feature actual employees, handling real products, and using familiar tools in scenarios they recognize
- A systematic cadence of continuous learning, coaching, and refresher moments in multiple formats to maximize efficacy
- Always-on, highly visible, dynamic reminders to keep objectives top-of-mind and employees engaged
- Relevant training materials that are role- and job-specific
- Unforgettable adaptive learning modules that reduce time off the floor and help supervisors focus on at-risk employees

A GOOD COMMUNICATION PROGRAM SIMPLIFIES

Very few supervisors are teachers, few store safety leads are trained educators, and few in HR have a formal teaching education. Any communications program should be built as an aid to those delivering the materials.

Things to consider:

- Supervisor soft-skills training
- Mobile technology to aid on-the-floor coaching and remediation
- Scripted weekly supervisor pre-shift talks to help deliver consistent corporate messaging

ENGAGE YOUR FRONTLINE SUPERHEROES

Success means finding ways to effectively engage your employees with your communication program. And there is plenty of data to prove its worth. Engagement isn't as simple as something eye-catching. Behind every successful program is a wealth of data and analysis that forms the foundation of a strategy. Engagement means tapping into the core of an employee's challenges, preferred style of communication, tone and finding the right tools and timing to bring it all together.

Simple, right?

Once an engaging program is launched, what do you do next?

BE CREATIVE AND TRACK YOUR IMPACT.

That's where sustained data analysis plays a major role in understanding what is and isn't working for your team.

A five-year study, "The Business Case for Reducing Waste," concludes that the #1 method for companies to reduce waste is to methodically measure the problem and applied solutions.⁹ And the #2 most effective method is to engage employees.⁸

Employees are often the most underused component of traditional loss prevention programs. They are your allies, your secret weapon, your caped crusaders helping to protect your business and all its assets.

METHODS TO FOR COMPANIES TO REDUCE WASTE

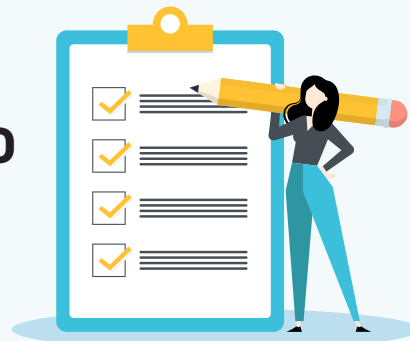
#1 METHOD

Methodically measure the problem and applied solutions.



#2 METHOD

Engage employees



CUSTOMIZE YOUR HERO'S CAPE

Let's look at a fully realized program. Once a provider is chosen, a retailer will need to work closely with them in order to build their custom communication program. Rolling out a completely new branded communication strategy takes time in order to achieve maximum impact.

It also takes a clear understanding of both the brands style, tone and past challenges. The program should be developed in stages to aid in implementation, keep momentum building, with time to fine tune as you go. A staged rollout could look like the example below.

IMMEDIATE PRIORITIES

Develop training, reinforcement, and communication materials for:

- De-escalation
- Armed Robbery
- Active Shooter

YEAR 1

- Gap analysis and culture review
- Establish benchmarks to measure success and provide analytics framework
- Internal brand created, specific to the company's unique culture
- Customized toolkit development
- Monthly training and engagement program developed and deployed

The training will be job-specific, which is proven to keep learners more engaged and also reduces time off the floor. A monthly cadence ensures that every employee within a particular role receives the same training, with the same message. Each month will include a loss prevention (LP) topic and a safety topic, with alternating prominence.













YEAR 2

- Incorporate more technology-driven tools to aid supervisors on the floor
- Enhance modules based on data analysis
- Extend program to distribution centers

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There are more workplace injuries resulting in days away from work in distribution centers than in both the manufacturing and construction industries⁹

This isn't something that is created on a whim. Each element of a successful program is crafted with specific needs in mind. Any retailer, no matter their existing employee engagement program, can only sustain their programs by partnering with a third - party provider that has years of experience, data and in - house production capabilities. It's important to find such a partner that has a proven track record of success within your industry.

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
LP Primary 	Safety Supplement 	LP Primary 	Safety Supplement 	LP Primary 	Safety Supplement 
Safety Supplement 	LP Primary 	Safety Supplement 	LP Primary 	Safety Supplement 	LP Primary 

THE RESULTS

By following the above rollout, the following major retailers reveal their impressive results.

GIANT FOOD, STOP & SHOP AND THE GIANT COMPANY

YTD, Giant Food, Giant Martins and Stop and Shop stores saw a combined 7% decrease in lost time and bodily injury rates, resulting in less money spent on claims and led to higher productivity. Stores boast a 90%+ compliance rate, meaning employees are getting the information they need, putting it into practice and seeing results.

THE HOME DEPOT

Nearly 96% of The Home Depot associates participate in their customized program every month in six business units across North America, collectively completing over 3 million modules. Their specialized

onboarding training reached 150,000 new hires, resulting in a 7% reduction of injuries year-over-year. The program is driving down injury and lost-time rates, keeping The Home Depot consistently under the industry average.

WHOLESALE GROCERS

Before contacting Intertek Catalyst, C&S Wholesale Grocers was grappling with an OSHA Incident Rate three times higher than their peers. Intertek Catalyst worked with senior management to develop a safety awareness solution that was highly customized for the client. Over the phases of the program, their OSHA Incident Rate improved dramatically, falling from 16.0 to 2.6 (an 83% decrease). Safety for this company now accounts for well over \$10 million year-over-year in improvements and a dramatic reduction in injuries annually.

“OSHA Incident Rate improved dramatically, falling from 16.0 to 2.6 (an 83% decrease)”



IT'S A BIRD, IT'S A PLANE, IT'S YOUR FRONTLINE SUPERHEROES!

Partner with a third-party agency that specializes in custom-branded safety and loss prevention communications targeted to your bottom line. Transform your frontline into frontline superheroes ready for any challenge, today.

Contact Catalyst Today

<https://www.intertek.com/catalyst/>
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SOURCES

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