

Leveraging Effective Loss Prevention Strategies

Presented by HS Brands Global

To Become More Competitive



Companies need to protect their brand, including policies and procedures, messaging and signage. This can be achieved by implementing a comprehensive, multi-pronged loss prevention program.

More Than Just Theft



To build an effective loss prevention program, you must look at the big picture and understand that you aren't just targeting theft, but also many other activities such as, system errors, or employee mistakes, that can negatively impact your business too.

Working with the Client



In addition to working with client's corporate teams, a company could run Loss Prevention Meetings with our client's employees, franchisees, and their employees to raise awareness about loss prevention issues, strategies, and programs.

Incorporating Mystery Shopping

Service, appearance and perception are all integral parts of the loss prevention process and that is where mystery and integrity shopping come into play. Mystery shopping allows companies to ask shoppers specific questions related directly to their policies and procedures, which provide unbiased feed back where as customer satisfaction surveys, while valuable, can be skewed by opinions, moods, emotions, etc. Mystery shopping provides a look into the customer's business so they can see which policies and procedures are being adhered to and which ones need some work. In addition, there is an opportunity to examine how these procedures and the employees' willingness or ability to follow those impacts the business as whole.

