



Customer Feedback

July 2020



The report terms of references:

Eight questions were asked to early adopters of the Facewatch retail crime deterrent systems across the UK in July 2020 . The questions were asked to senior managers or owners by a telephone interview by the CEO, Nick Fisher of Facewatch.

The results published here are anonymous, however, if you would like to confidentially speak to a Facewatch user mentioned in any of the responses published here this can be arranged:

The questions:

1. Has Facewatch reduced your shop theft?
2. Has Facewatch deterred known habitual thieves from entering your store?
3. Could you estimate the reduction in £ or % over last 6 months
4. Have you had any comments from customers regarding the use of Facewatch?
5. Have you had any comments from your frontline workers regarding its use?
6. How easy is Facewatch to use and manage?
7. Has Facewatch created a safer environment for your frontline team?
8. Would you recommend Facewatch to other businesses (retailers)?

Q1. Has Facewatch reduced your shop theft?

Yes, without question, we've seen a material decline since the introduction of Facewatch. Shoplifting had a significant level and frequency of shoplifting at the store, many regular visitors taking high value items with basket thefts reaching the £100's. We used traditional methods of security in store including guards but thieves work out when they are on and off duty and so it becomes a costly ineffective solution.

Yes, definitely and significantly, especially in the high-volume category products – meat, baby food, alcohol etc

Yes, definitely due to signage and immediate alert when thief has entered the store

Yes, we've definitely seen a reduction just based on individuals we know who used to steal £20 every visit now being stopped because of the Facewatch Alert.

Yes, and to be exact its prevented 3,315 incidents in 17 months. This is as a result of a positive Facewatch ID alert resulting in a store intervention to prevent the crime.

Q2. Has Facewatch deterred known habitual thieves? from entering your store?

Yes, they definitely do not come back as frequently as they used to and we're getting a reputation for having a more secure business. It is a great system as due to the links with the other stores it is easier to spot offenders who may be shoplifting from other locations.

Yes, we had 4 known core abusers in our store regularly prior to Facewatch. We just don't see these anymore. It's the repeat offenders that give all the aggravation, so it's been great for my team too.

Yes. We do involve the Police when re-offenders appear and when we can evidence multiple incidents attributed to one individual. The word gets around among the thieving community and so they go elsewhere (or to prison) for a period of time.

In Portsmouth we have a top 10 that are heavily drug /or alcohol dependent who frequent our stores. Facewatch has deterred some but not all as they must steal to feed their addiction. However, for all 10 known individuals we have used Facewatch data in conjunction with the Police to enforce a legal action. For example, we have civil court injunctions and banning orders on all these individuals now, with 2 cases going to court.

We've not seen that as yet, but these thieves are either feeding habits (drugs) or a repeat offender just back out of prison. I don't think they're bothered about being recognised other than when we stop them stealing. They know we'll be alerted but they keep coming back out of need to feed habit.

Q3. Could you estimate the reduction in £ or % over the last 6 months?

The positive impact has been felt very quickly with the system reducing the damaging impact the shoplifting was having in store. I can't put a number on it, but the ROI has been pretty immediate. Having the system live 24 hours, 7 days a week is also beneficial in reassuring the employees, especially as the same level of physical security would not have been possible.

Yes, we have saved £1000's in stock loss and saved an additional £17,398 in internal operating costs that would have been attributed to this. (£116,848 total from 19 stores)

Shrinkage used to run between 1 & 2% in this store which is good by retail standards. Since implementing Facewatch it's always below 1% and recently it's been 0.4% and 0.8%.

It's too early, we do a quarterly stock take, but we include theft in all our losses so may be difficult to evaluate. What we do know is we are getting alert of repeat offenders and we're stopping them stealing so it's working..

I'd say 50% on high value goods as mentioned, that £1,000's of pounds worth of stock but difficult to say exactly. The big thing is labour turnover has dropped as the horrible guys aren't around anymore, so it's been easier to keep staff.

Q4. Have you had any comments from customers regarding the use of Facewatch?

Not one single comment in over a year either way – good or bad. We were concerned it may affect footfall, but it's made no difference whatsoever.

No. I'd like some bigger signage if possible as our sites have signs all over them and the Facewatch signage is small and probably gets lost.

We were concerned initially that we could receive some adverse feedback from customers who may feel uncomfortable for no real reason other than its facial recognition. However, I can say we've had absolutely no feedback from anyone about it.

None

We had the odd query but not negative as we've been very transparent with signage etc from day one. It's comments from genuine customers like 'It's a shame you have to go to such lengths'. We have 2 subject access requests in 17 months, both from the same person and I've responded and heard nothing back since.

Q5. Have you had any comments from your frontline workers regarding its use?

All very positive. They have said they now feel included and empowered to actively do something about what's happening in store

The store staff have stated they feel far safer and happier with this in place.

In general, they have said they get a lot less grief now and they feel safer like someone is watching over them.

They think it brilliant, that's all they've said

Yes, the store manager feels that he's much more aware of what's going on the shop floor at all times and is informed to make better decisions depending on the alert. If it's known to be someone who carries a blade, he will ensure he acts or can direct employees to act accordingly. We also can definitely better control our categories as we have thieves who only steal Meat, or Car Products, or Toiletries so we know where to head and how to manage stock when these characters are around. Also, we employ man-guards between 5pm-11pm in an evening and these guys think it great as we can use the system to specifically point out who to watch out for.

Q6. How easy is Facewatch to use and manage?

It's a simple system to use, our report has shown that we didn't acknowledge some alerts, but we understand why. In summary it was a repeat offender who loitered around the door and the employee was dealing with the issue rather than acknowledge the alert. It's fair to say the system did its job. Shaun has a good relationship with George (our Development Manager) and we've seen constant improvements to the system since we've had it.

It's simple to use no issues other than some camera bleed in adverse weather due to lighting on this site.

It easy to upload information (SOI's) and its simple to match an alert.

It's very easy to use, no challenges there. And we've learned as a result of having it about where and what our real issues are. It's given us a good insight into challenges across our estate in terms of where we thought we had issues v's we actually have issues.

John runs the system in my stores, and he said it's simple to use and has got better over the year as the platform has developed. It's easy to both upload images and respond to the alerts as the accuracy is fantastic.

Q7. Has Facewatch created a safer environment for your frontline team?

Yes definitely, it given us better control of our store and our people to make responsive and safer decisions. Being aware that certain individuals and thieves are in your store is a huge advantage in deterring crime or managing the effects of it. For example, stock control and how best to manage or avoid an incident.

We are a small family business and the safety and security of our stores and more importantly our staff is of paramount importance, so the incorporation of the Facewatch system in to our Sholing store has been like having an additional member of the team. The staff in store feel far safer and happier with this in place.

Yes definitely, without question.

I'd say yes definitely if it was on a like for like basis. The guys love the system and feel safe but that's against a significant increase in cases of threat or harm which we've measured and has risen by 60% year on year and more recently through Covid19 and it's not coming down! If you recall protecting our staff was my primary reason for installing Facewatch so it's an essential part of our toolkit in future, hence why we're looking to install more stores.

Q8. Would you recommend Facewatch to other businesses (retailers)?

Yes, absolutely it works. I'm presenting our Phase 2 next 30 store proposal to the board today

Yes. I've already shared your information with the Directors of other businesses

Absolutely, really good tool to prevent crime and stop anti-social behaviour and the cost makes it immediately self-financing in terms of both stock loss and reduced employee turnover.

Yes, definitely and as you know I already have to 2 different companies and that after only 2 months usage in our stores. It definitely works.

Yes, definitely but to get the best out of it, it needs managing. The system is only as good as the store teams' actions and that's something we're learning and getting better at.



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