



Chubb helps furniture giant **enhance security and customer experience**

Chubb has provided an innovative and insightful solution for a furniture retailer. Chubb, a leading provider of security and fire safety solutions, consulted with its long-standing client to develop a comprehensive solution designed to maximise occupancy and grow customer awareness. The solution delivered by Chubb also utilises both facial recognition and facial detection technology, allowing the client to proactively improve store security and shopper experience.

Chubb collaborated with a multinational electronics company to propose a consultative tender solution. The client particularly appreciated the insightful and tenacious approach taken which highlighted Chubb's capacity for divergent thinking. "As a business we took the time to fully understand the client's needs, working with specialists to build a value proposition that exceeded their expectations," said, Andrew Hunter, Solutions Sales Director at Chubb.

Retailers in the UK lose in excess of 10 billion pounds annually – the highest figure in Europe – to external and internal theft, as well as administrative errors, non-compliant use, waste, expired goods and damaged cold items and goods*. The client sought to improve store security without negatively impacting the shopping experience for customers. In fact, the furniture giant was dedicated to improving its customer satisfaction at the same time. This presented an interesting challenge for Chubb, prompting the inclusion of a number of its products and services to fulfil one overarching objective.

The solution

The global furniture retailer also utilises a unique layout, the size and specifics of which required an integrated approach.

Chubb developed a solution which utilises both facial recognition and facial detection. The facial detection software allows the client to track shoppers as they navigate the store, keeping shoppers safe and even empowering staff to effortlessly track and find lost minors, quickly reuniting them with their parents. Because it is a learning tool, the software can also identify the demographics and behaviour patterns of buyers. This insight allows the client to tailor the customer experience and deliver the optimum shopping experience.

The furniture retailer also utilises Chubb's facial recognition software to help provide a safe, healthy, and smart workplace for its employees.

The facial recognition system installed and managed by Chubb can be configured to flag up numerous suspicious behaviour patterns, helping to manage anti-social conduct. Research shows that facial recognition alone can decrease shoplifting by 34%**; the ability to highlight previous troublemakers before they enter the store also provides staff with the opportunity for entry to be refused.

Project summary

Chubb has demonstrated its commitment to the expansion and customisation of its offerings, working closely with subject matter experts from numerous departments to provide a cohesive and consistent value proposition.

*UK retailers lose more than £10bn every year to shrinkage – Retail Times
 ** 33 Loss Prevention and Retail Crime Stats for 2019 (facefirst.com)

To learn more about Chubb's solutions that promote a safer, healthier and smarter workplace, visit www.chubb.co.uk, or call **0800 321 666**.