



# Case Study - Retail

## Electronics Retail Theft



### SUMMARY

#### LOCATION

Approximately 1,000 Stores in 42 U.S. States

#### CHALLENGE

High number of robberies and burglaries of smart phone devices that led to significant losses

#### SOLUTION

Phone Tracker GPS tracking devices notify law enforcement of the theft and recover stolen inventory

#### RESULTS

- \$60,000 in stolen phones recovered
- 100% of the phone inventory has been recovered in two theft events where Phone Tracker was installed
- Solidified strong partnership with law enforcement and ORC organizations

### CHALLENGES

The Cellular Connection (TCC) is a Verizon retailer with about 1,000 stores throughout 42 states. Like many electronics retailers, TCC was experiencing a high number of robberies and burglaries of smart phones. These crimes cause significant losses, and can endanger customers and staff as the robberies are sometimes violent.

Wes Gray, TCC Loss Prevention Manager, knew that stopping these crimes would be a top priority. So he and his team researched the many security options available to them. They learned about 3SI's Phone Tracker and decided to give the product a try.

### THE PROGRAM

TCC installed Phone Trackers in 20 stores as a pilot. Gray states, "The trial clearly worked as we now have Phone Tracker installed in about 200 stores." TCC is continually growing the program by using a two-part decision process to prioritize Phone Tracker installations:

- 1) Geographical areas TCC struggles with crime
- 2) Risk indicators and assessment from CAP Index

Stores that meet the risk criteria are prioritized for installation of Phone Tracker. This data is continuously updated because crime trends change and criminal activity can migrate, and TCC wants to stay ahead of the criminals.



3SI Security Systems is the world leader in asset protection systems designed to recover stolen cash and high-value assets, apprehend criminals, and deter crime. Since 1972, our innovative solutions have helped to combat crime through GPS tracking, dye and ink staining, DNA and explosive gas neutralization technology.



## MORE ABOUT GPS TRACKING

Phone Tracker uses our proven GPS Tracking technology to protect smart phone inventory by providing tracking information to law enforcement in the event of a crime.

Features of the Phone Tracker include the following:

- The tracker **activates on motion** so the theft is automatically detected...employees don't have to take any action with Phone Tracker.
- Using **3SI's secure website**, the criminal is tracked, allowing police to locate and apprehend the suspect.
- Typically, **felons are caught within 20-30 minutes** of committing the crime.
- Trackers take **less than 20 minutes to install** so stores are protected right away.

## CONCLUSION

TCC has realized significant success, recovering over \$60,000 in stolen product.

3SI GPS tracking devices are designed to protect retailers 24/7. 3SI provides support from the criminal event through to the apprehension. This collaborative relationship allowed 3SI and the customer to:

- Continually grow the TCC program: Phone Tracker is currently installed in approximately 1,000 stores.
- Support law enforcement to help apprehend suspects and reduce future "downstream" crime
- Help recover the stolen assets.

TCC and 3SI are proud to partner with law enforcement and ORC organizations to close the gap on criminal activity. After a crime occurs, the GPS

track data is stored on 3SI's secure website, making it easy to share with law enforcement showing where other crimes may be occurring or have occurred. "If someone is stealing phones from our stores and running to a certain location, there may be other crimes going on there as well", states Mr. Gray. With this strong team working together, crime doesn't stand a chance.

"The ROI is abundantly clear, especially in our industry where you can have tens of thousands of dollars of merchandise taken in a single crime. All it takes is one successful recovery and it pays for itself."

**Wes Gray**  
The Cellular Connection  
Loss Prevention Manager

Boasting an overall retail success rate of 70%+ for apprehension and asset recovery, 3SI Trackers are a proven, covert and inexpensive option to protect valuable inventory.

## WIRELESS STORE SOLUTIONS

Wireless retail stores are frequently targeted for crime - smart phone or tablet devices, cash, accessories... there are many items that attract criminals. Visit our Phone Tracker Solutions' page to learn more.

[3sisecurity.com/phonetracker](http://3sisecurity.com/phonetracker)