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# ASSET PROTECTION



THE VOICE OF FOOD RETAIL 

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# BRANDING Asset Protection



THE VOICE OF FOOD RETAIL 

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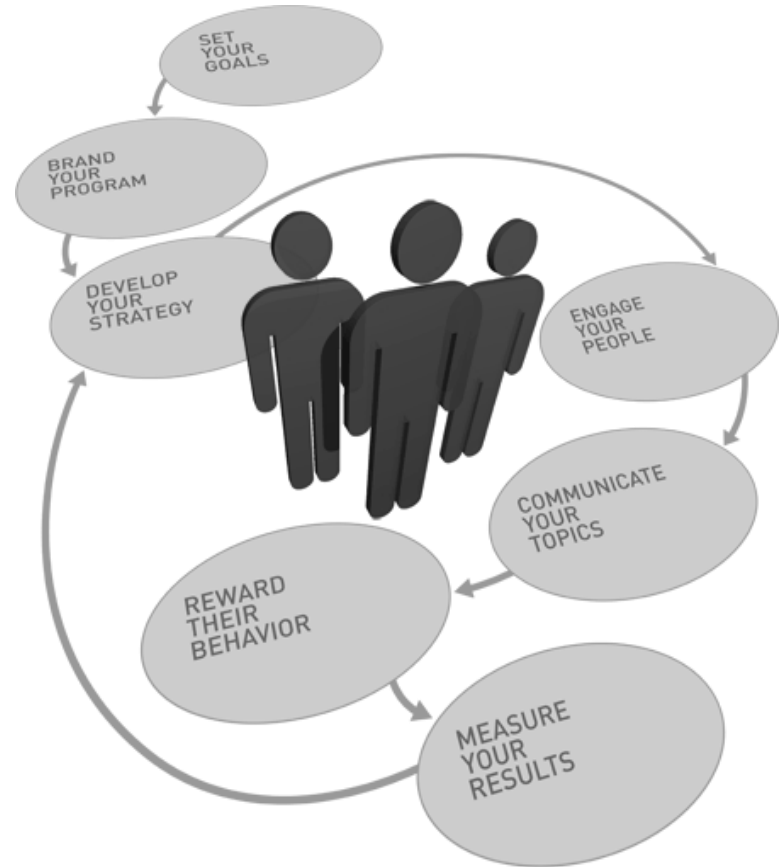
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# Change Culture Drive Results

## Awareness Methodology

- Awareness and prevention are much more effective than incidents, apprehension, OSHA violations, etc
- Learn about YOUR environment, culture and opportunities
- Create a program brand and strong foundation for culture change
- Use targeted tools and messaging for YOUR audience
- Surround employees with highly engaging, creatively-themed communications
- Communicate consistently and frequently across all locations (5 – 10 mins / mth)
- Support corporate, the field and supervisors



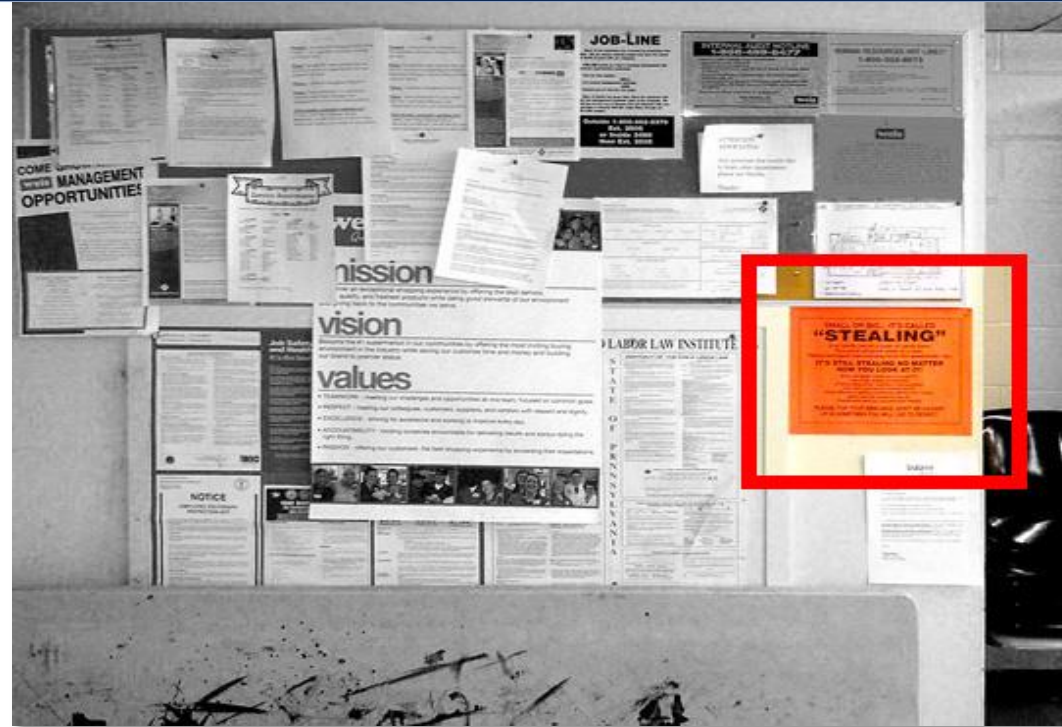
## Research

### Periodic Awareness Posters in Stores

- Not visually engaging
- No specified messaging cadence
- SMs do not think posters are read
- Unprofessional program materials
- Passive program

### Monthly Topics

- Emailed to SMs
- Safety only
- Topics often apply only to specific positions




As part of our research we spoke to associates to understand their knowledge and perceptions of the current program.



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A photograph of a woman, a Weis grocery store associate, in a blue long-sleeved shirt and a tan apron with the 'weis' logo. She is pointing her right index finger towards a man in a light blue shirt who is seen from the back. They are in a grocery store aisle with shelves of products in the background. The woman has a 'weis' name tag that says 'Joan' and a 'DNC' tag. The man is wearing glasses.

**“The cameras are there  
so AP can watch us and  
report what we did wrong”**

**– Weis Associate**

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**“We are not allowed  
to do anything because  
‘corporate’ doesn’t care  
when people steal”**

**– Weis Associate**





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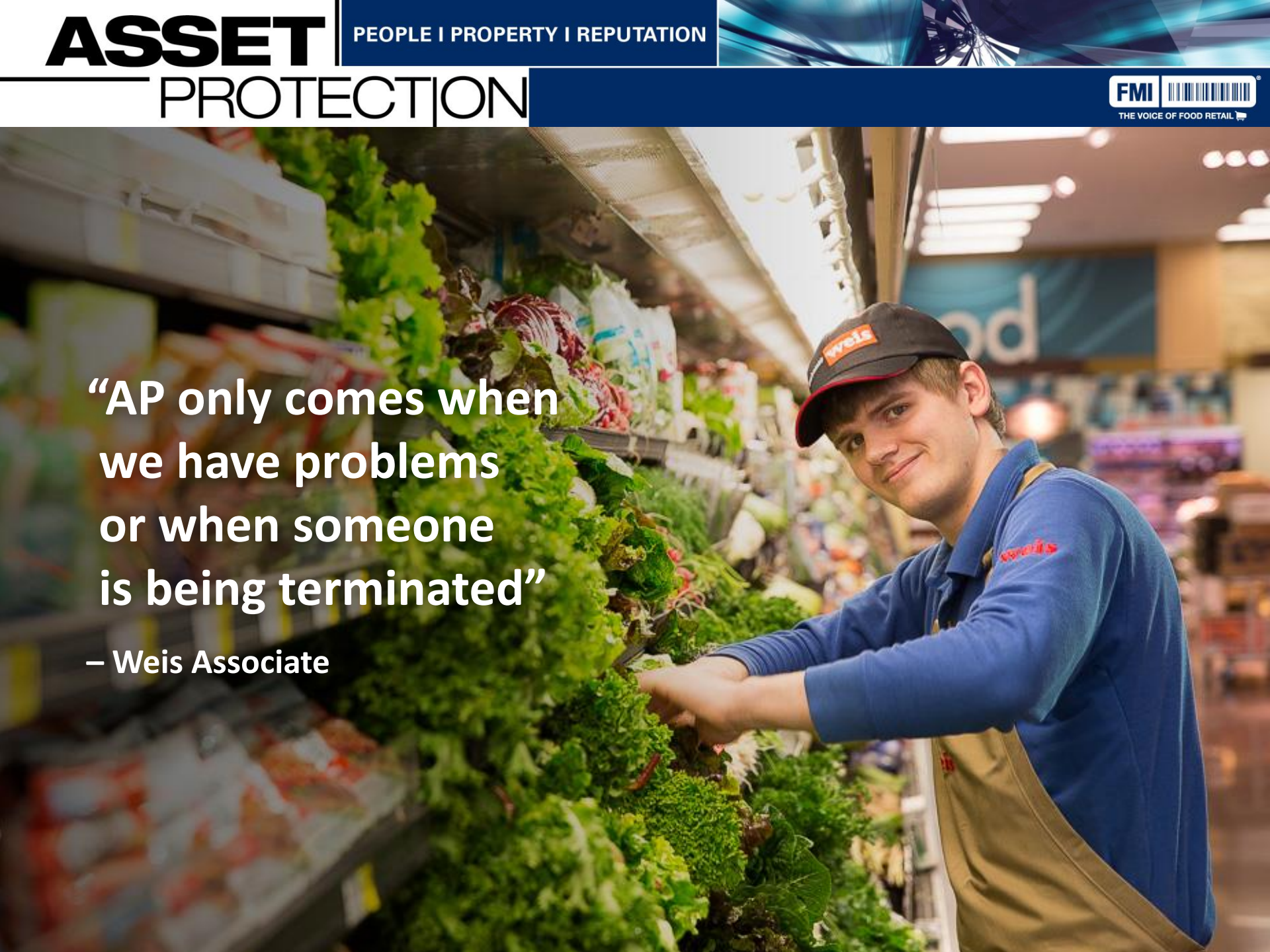
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**“AP only comes when  
we have problems  
or when someone  
is being terminated”**

**– Weis Associate**



## The truth about what retail associates really believe... (common findings)

It doesn't affect me

Accidents don't really happen to me

My manager doesn't care about shrink

I know it isn't safe,  
but what can I do about it?

I don't have time  
to clean up right now

It'll take  
more time to go and  
get the safety gear  
than it will to just  
clean it up now

Friends can get my discount

It's just a box-cutter... I don't want to get involved

The company can afford it

We just write off damaged products anyway

Associate theft isn't a problem

I only think about ladder safety after a close call

ORE isn't big in my store

## Opportunities

Create an Asset Protection Program brand

Design an awareness program with multiple Associate touch points each month

Develop a yearlong messaging cadence

Messaging to include both LP and Safety topics

Messaging to be quick, impactful and memorable

Program to include two-way communication and interactions with Associates

Program to support Committees and Managers

Introduction tool for new hire orientation



## Asset Protection Brand

- Represents both Safety and LP
- “Link” message says that success is a team effort
- “Partners in Success” helps to dispel the negativity stores have towards corporate LP
- Builds equity in Associate’s minds
- Applied to all program elements
- When Associates see logo, they recognize that it’s an AP message





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# The Strategy



## Program Launch

We had a launch strategy that included a teaser poster that went to stores in advance of the program. We also had a field meeting at corporate and gave them an overview package so the field could meet with the SM and review to ensure a successful launch.

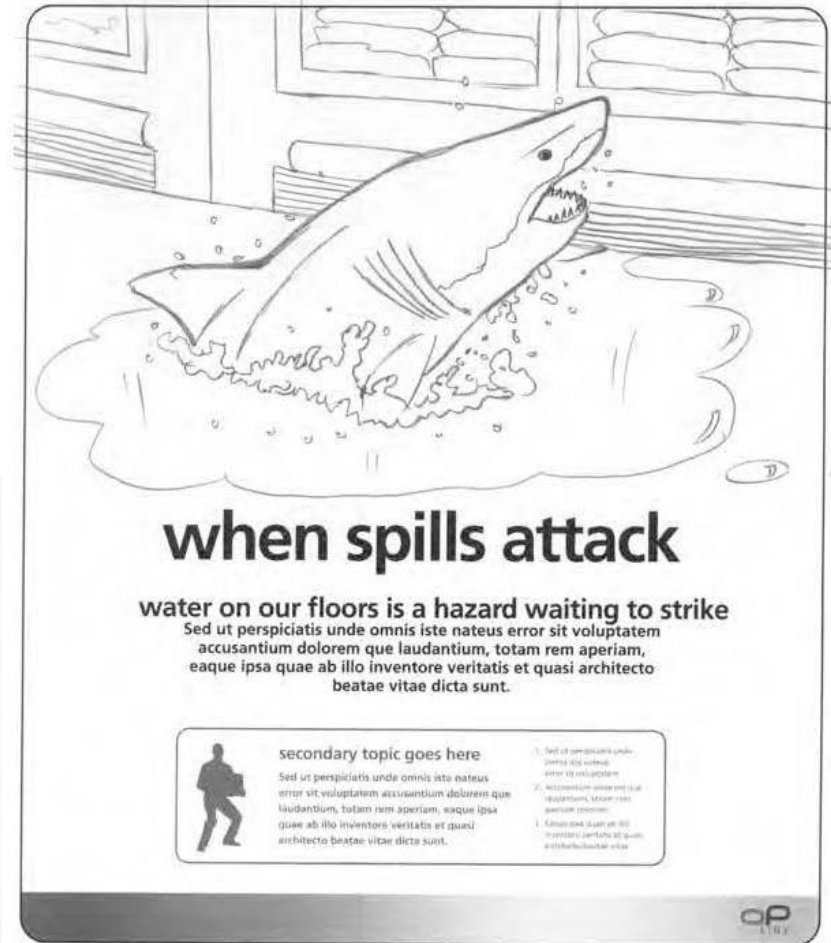
## Custom Materials

We then started to create materials that were specific to Weis issues, in their environment, and that would resonate with Weis demographics





## Concept Sketches



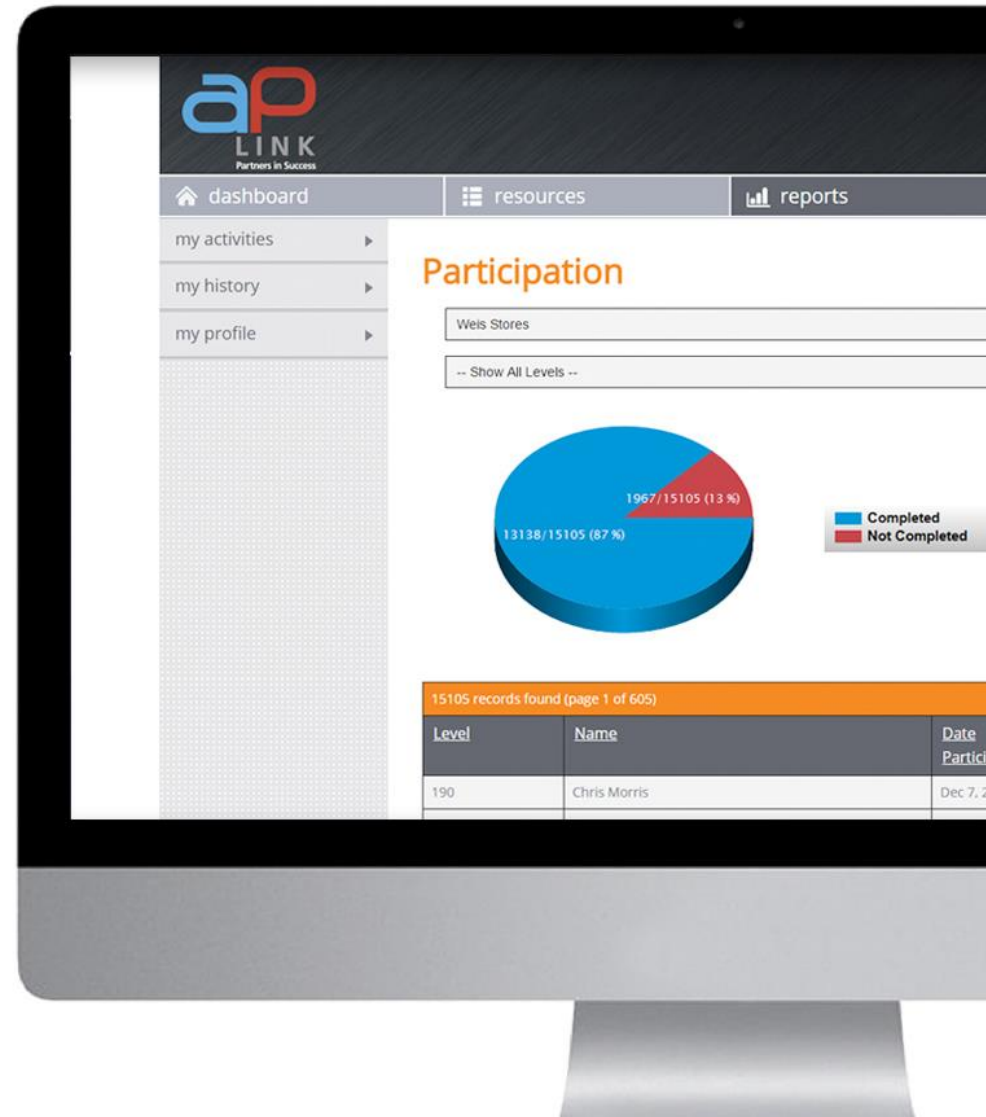




## Accountability

### Tracking and Measurement was Key

- Slow integration for reporting in beginning
- Began sending out monthly reports and making AP Link Coordinators and DMs accountable – this brought reporting compliance up to 100% every month
  - Coordinators are emailed directly each month
  - Conference call between Coordinators and DMs
  - Coordinators now have a voice and enjoy being an important part of team

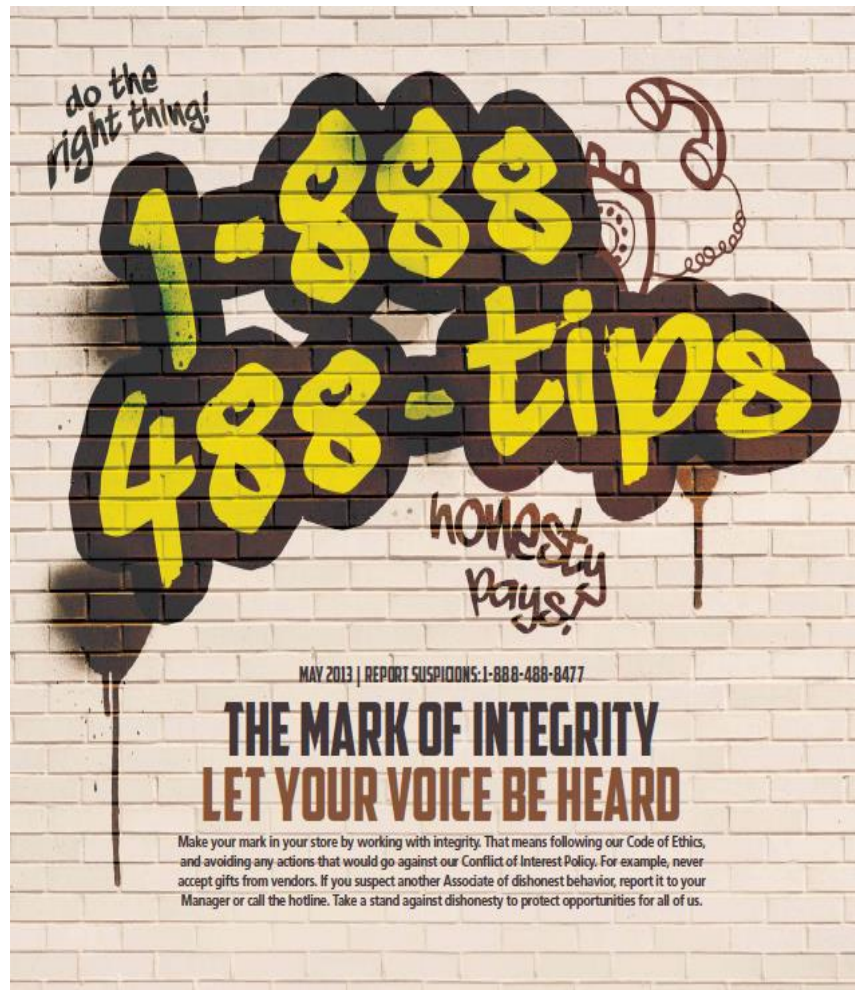




## Results Overall

# 200%

increase in hotline calls  
in the first month of the  
program roll-out.



## Results Safety and Risk Management

33%

reduction in Workers  
Compensation claims

19%

reduction in General  
Liability claims





## Results Asset Protection/Loss Prevention

# 139%

increase in associate  
theft resolution

# 258%

increase in external  
theft cases



## Mobile Gamification



## Incentives

### Rewarded Associates

- Monthly participation of quiz
- Monthly participation of mobile
- Year-end grand prize for each Region
- Promotional aspect is key



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# Year Two



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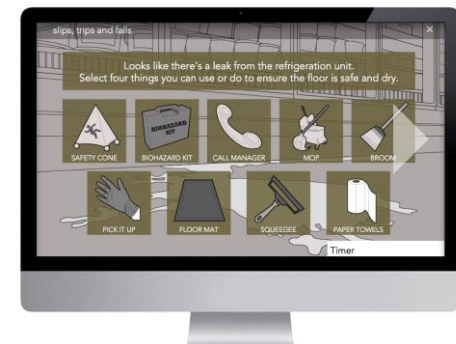
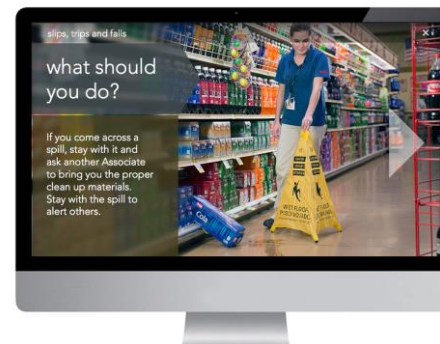
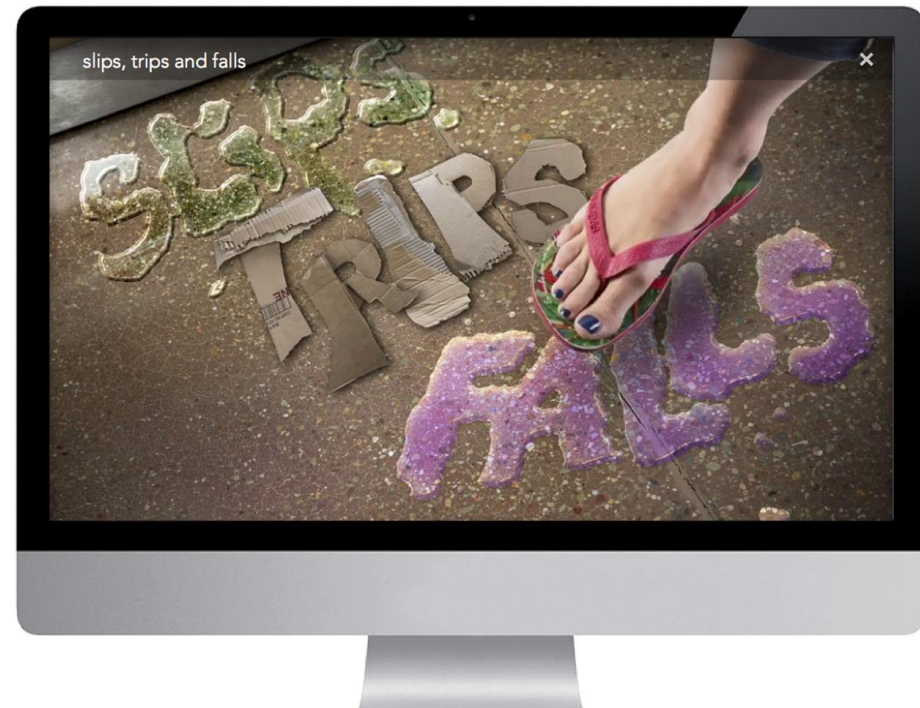
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## Digital Awareness Strategy

## Digital Awareness Strategy

- Bring communications to life with highly engaging animations, content, and learning reinforcement exercises
- Investment of 5 – 7 minutes each month per Associate
- Participation and comprehension reporting
- Reach of over 14,000 Associates each month
- Foundational change at Weis, that has lead to many opportunities



## E-Learning/E-Certification

- Dedicated Food Safety Awareness Program
- Between 4 – 7 shorts awareness modules, specific to each department
- System tracks Associates as they move between departments
- Certification provided to Associate and saved to HR files





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# Food Safety Topic Samples

## Results

### FOOD SAFETY

# 45%

reduction in failed  
state inspections

### SAFETY

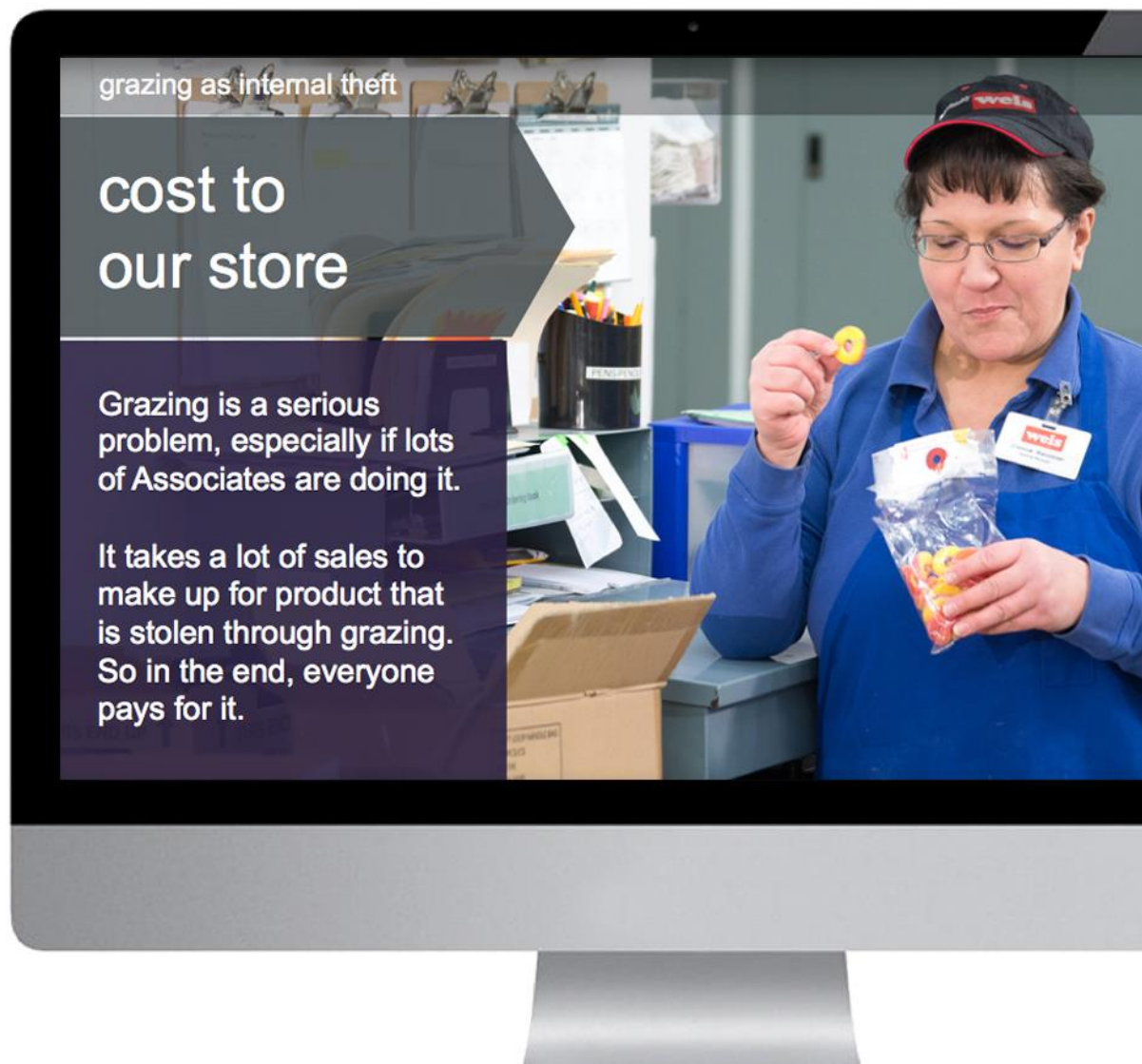
- 258 WC claims better than prior year
- 59 GL claims better than prior year
- OSHA / DART well below the industry
- WC and GL \$1million better than budget and \$2millions better than previous year
- Reduction in insurance premiums

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- 30% increase in case resolution from previous year
- 48% increase in shoplifting preventions
- 79% increase in operational recoveries
- Beat cash shortage budget by 2.54% and improved by 4.44% from previous year

## 2015 Additions

- Shoplifting Certification
- New Hire Orientation





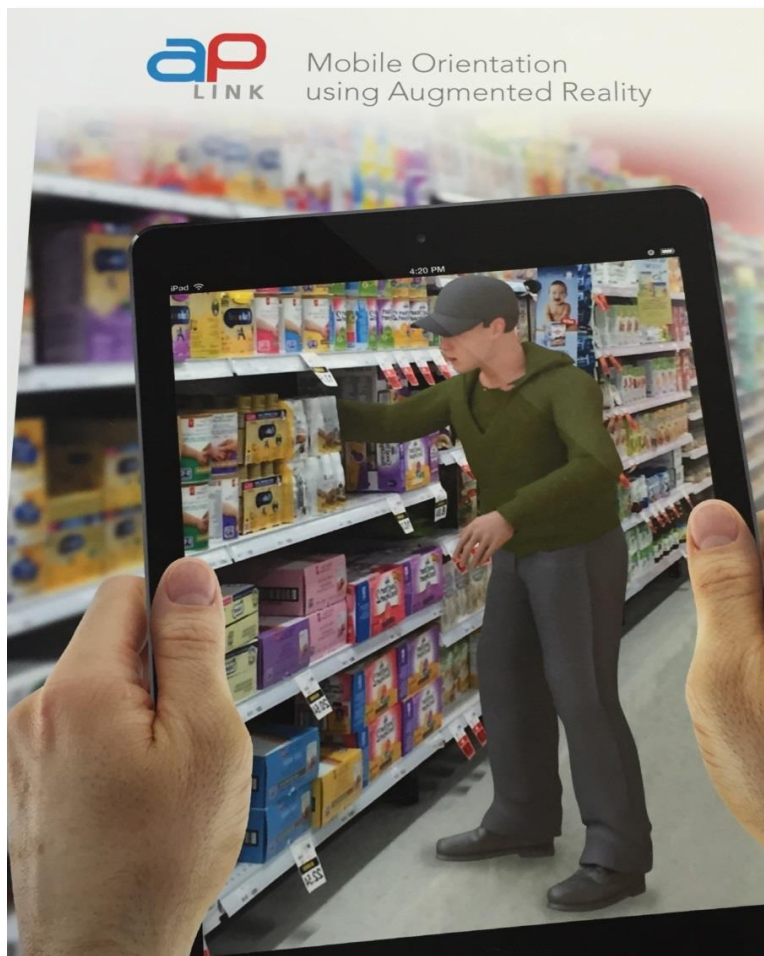
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# What's Next?



## Mobile Orientation

The AP Link New Hire Orientation Pilot provides Associates with on-the-floor, immersive, real-time experiences.

Using the device's built in camera, associates interact by triggering markers at specific checkpoints. This launches enhanced 3D and CGI content placed over the live store image to illustrate the particular message in context, on location and in the Associates hands!

# Questions?

