

## Ross Family Markets Enhances Loss Prevention with Retailix, Datalogic

### LaneHawk System Reduces Shrink through Bottom-of-Basket Monitoring

#### CLIENT SNAPSHOT

##### NAME

Ross Family Markets

##### HEADQUARTERS

Pittsburgh, PA

##### AREA OF OPERATIONS

Western Pennsylvania

##### NUMBER OF LOCATIONS

4 stores

##### FOCUS

Give shoppers what they need, in a friendly, customer-oriented environment

#### THE CHALLENGE

At independent grocers like Ross Family Markets, a four-store group based in Pittsburgh, Penn., almost anything can affect the bottom line.

From more efficient checkout lanes to enhanced inventory capabilities, each dollar matters to Jeff Ross, owner of this grocery chain that caters to his customers throughout western Pennsylvania. And any solution that could boost profitability, while enhancing the shopper experience, would be up for consideration.

So when Ross noticed mounting losses from bottom-of-basket (BOB) items slipping through unpaid during checkout, he turned to emerging technology to help reverse this unfavorable trend.

After a search of industry solutions, Ross selected the Datalogic LaneHawk system from Retailix.

#### THE SOLUTION

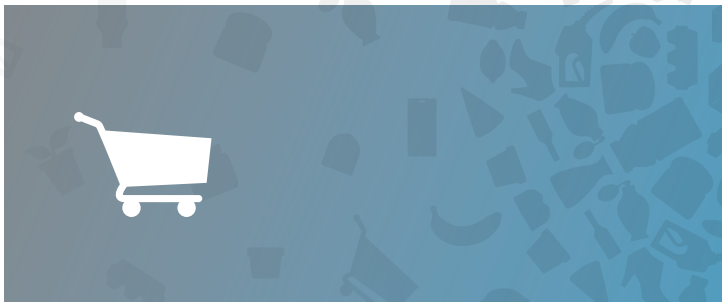
The LaneHawk loss prevention solution seamlessly integrates with Retailix's leading StoreLine, ISS45™ and ScanMaster® point-of-sale (POS) solutions for grocers.

LaneHawk combines video with patented object recognition technology to detect and identify items in the bottom of checkout baskets during checkout. Often unnoticed by cashiers, such items cause losses averaging \$3,500 per lane each year, according to data from industry organizations and Datalogic.

LaneHawk alerts cashiers and automatically enters these BOB items into the shopper's order, reducing shrink. Since items do not need to be removed from the basket for scanning, checkout speed and shopper service is enhanced while doing away with cashier injuries from lifting heavy items from the bottom of the basket.

LaneHawk uses patented algorithms to identify BOB items in real time, and then sends the associated UPC number and product image to the Retailix POS system for inclusion into the transaction. The integration of LaneHawk to the Retailix POS speeds and automates the BOB checkout process.

"The LaneHawk system from Retailix and Datalogic offered a very intuitive method to decrease bottom-of-basket shrink, thus increasing our profitability at each store," said Ross. "In addition, the solution's ability to seamlessly integrate with our point-of-sale system, combined with a very fast ROI, provided the impetus needed to roll out the product right away."



**“There has been a significant revenue increase with scan down reimbursement because of accurate BOB scanning. I feel that we are saving \$10.00 per lane, per shift with LaneHawk. In addition, the true ROI is much greater than the salesperson illustrated before we bought LaneHawk. It’s probably more in the 6-8 month range.”**

## **KEY SOLUTION BENEFITS**

Ross Family Markets quickly saw value from the LaneHawk implementation. Within 30 days of installing the system in the first store, Ross ordered LaneHawk for the company’s three other locations.

“The average cashier is very lax in terms of accountability, but LaneHawk fills the gaps,” said Ross. “It’s like having two security agents on duty at all times - one to watch the customer and one to watch the cashier.”

Ross said even his labor union officials were in favor of LaneHawk because the system enforces cashier accuracy.

“LaneHawk controls sweet-hearting. There are no more ‘I forgot to ring up the item’ excuses,” said Ross. “After installing LaneHawk, we had several cashiers decide to leave our company by their own choice. We can’t say for certain, but these cashiers may have not liked the idea that they would be monitored closely by the system.”

The grocer’s scanning accuracy and inventory control has also improved greatly. Before LaneHawk for example, cashiers might improperly use the “quantity” key to ring different flavors of similar sodas. LaneHawk, however, enforces higher accuracy by identifying each package separately.

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For more information,  
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