



SmartStore SHRINKTRAX[®] for POS

SmartStore is the foundation for a profitable retail enterprise



You Can't Catch Your Way to Lower Shrink

ShrinkTrax is the only solution designed to prevent shrink before it happens. To stop shrink in its tracks, you must go to the source and prevent the very occurrences that rob your store of its profit.

ShrinkTrax for POS helps you stop cashier theft and errors, with professional prevention training, smart agent technology, and advanced data mining analytics.



Founded in 1989, TRAX Retail Solutions provides intelligent solutions for shrink prevention and store loss operations.

The focus of our specialization is on:

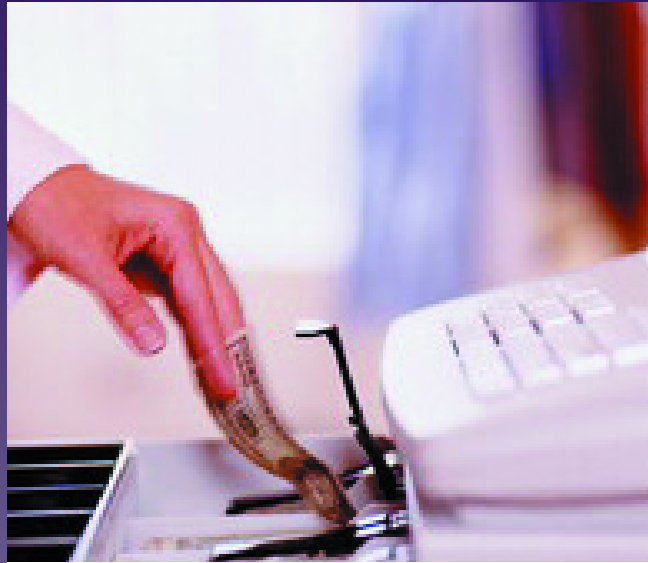
- Reducing Store Shrink and Measurably Building Store Profit
- Improving Customer Service and Employee Productivity
- Increasing Employee Shrink Prevention Awareness

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White Papers on a variety of loss prevention and profit optimization subject areas are available. To request your personal copy please call 800-469-1070 or visit www.traxretail.com.



Trax Retail Solutions – chosen as the leading Loss Prevention and Store Operations Control solutions provider for Microsoft's Smarter Retailing Initiative. www.microsoft.com/smarteretail



ShrinkTrax was designed to identify - and then modify the behaviors of dishonest and/or under-performing cashiers by analyzing data points throughout the retail store - from the POS to DSD and all points in between. Our exclusive narrative action plans provide your store managers with immediate analysis of their shrink-sensitive areas and employee productivity opportunities as well as suggestions for corrective action in plain-English text.

KEY FUNCTIONS

- Drill-down to item level.
- Enterprise summaries.
- Automatic wireless alerts.
- Cashier accountability for till reconciliation.
- CCTV integration.
- Provides a visual indicator of exceeding or failing to meet those goals.

Performance Summary

THIS WEEK's relationship (or correlation) between Excessive No Sales, Low Sales Per Customer, Low Value Per Item and Below Average Sales Per Hour indicates a (possible) serious shrink condition. This cashier may be making excessive mistakes or errors, and could use additional training. Based on a low Sales Per Man Hour, it appears he/she is not being as productive as other cashiers.

Manager Action Plan

Priority management action is warranted to correct this on-going problem. Examine the correlated areas to conclude what this cashier is doing, then ask him/her to explain the abnormal activity. Investigative Counseling and/or Developmental Counseling is recommended. Specific observation of this cashier's scanning habits during 'live' shifts is recommended to determine exactly which of his/her habits are in need of improvement.

Finally, this cashier may require retraining/review of:

- Rules for No Sales by Cashiers
- Checking Bottom of Basket for every order
- Cash Handling Procedures to minimize balancing inaccuracies

Narrative Reports proved a simple, easy-to-read view of cashier performance. Weekly reports target KPI's that may suggest opportunities for shrink prevention activities. Action plans guide store managers to improvement, informing them where shrink exists, who their problem cashiers are, why they are deemed problematic and how to address each problem.

BENEFITS

- Reduce shrink through proactive processes, cut your shrink up to 38% in less than 12-16 weeks.
- Increase cashier productivity by 7% - 11%.
- Increase cashier KPI's such as sales per customer and sales per hour.
- Decrease turnover and build a team of motivated, honest, productive performers.
- Improve customer service and loyalty.
- Increase checkout efficiency and enhance the customer shopping experience.

SMART RETURN ON INVESTMENT

Reduce Store Shrink

- Stop cashier theft, fraud and errors.
- Dramatically improve shrink prevention awareness.
- Establish clear shrink reduction goals and action plans.
- Learn to coach cashiers to improved performance.

Guaranteed to reduce store shrink 10-38% in less than 16 weeks

Increase Cashier Productivity

- Set goals, improve scanning skills and gain efficiency.
- Specialized Performance Scorecards guide managers.
- Proactively create positive peer competition.
- Recognize and Reward top performers.

Increase cashier productivity 7-11% in less than 16 weeks

Decrease Cashier Turnover

- Hire honest cashiers and weed-out the dishonest.
- Promote a team environment.
- Help cashiers to succeed with positive feedback.
- Special feedback systems show cashier standing.

Decrease cashier turnover 20-35% in less than 16 weeks

Improve Customer Service

- Improve scanning accuracy in customer orders.
- Speed-up checkout efficiency.
- Increase customer confidence and loyalty.

Increase store sales .2-.4%

NET RESULT

ShrinkTrax is guaranteed to reduce your shrink 10-38%, improve cashier productivity and accuracy 7-11% and increase your store profit in just 12-16 weeks. Managers will work smarter, cashiers will stop dishonest behaviors, and your stores will achieve a new culture of shrink awareness and accountability. District Managers will learn to set smarter goals and guide managers to improved profit. **Guaranteed 100% ROI in less than 16 weeks.**