

BLOG

Purchek® Technology to Offender: “You got caught in 4K!”



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In the fight against shoplifting, especially organized retail crime (ORC), retailers are continuously in search of new and innovative technological solutions to advance their shrink and safety efforts without causing shoppers to feel uncomfortable or threatened by outdated, high-friction countermeasures. Gatekeeper Systems' Purchek® technology, a leader in innovative theft prevention and event-based video surveillance and investigative services, embodies this approach as a front-runner in the integration of innovative theft prevention tools and event-based video surveillance. The Purchek® technology is not just catching offenders in the act, it's capturing them on video, providing undeniable evidence and data that is reshaping how retailers tackle theft.

Retail theft has long been a thorn in the side of store operators, often leading to confrontations that could escalate into violence against employees. The introduction of the Purchek® technology represents a transformative shift in how the industry thinks about employee safety. This system stops theft in its tracks by locking down shopping carts, attempting to leave the premises with unpaid merchandise, effectively halting the theft without putting employees in potentially awkward, uncomfortable or dangerous confrontations with shoplifters that could escalate to violence.

But stopping the theft is just the beginning. The Purchek® technology goes several steps further by integrating comprehensive video surveillance that captures these events and the behaviors around them. The core of this service lies in its sophisticated event-based video system. When a pushout event is detected, the Purchek® solution stops the cart and captures a high-definition video recording including the ten seconds prior to, and the ten seconds following the cart activation. This recording kicks off several processes that are changing the game in the field of retail loss prevention:

1. Immediate Evidence Collection: The clarity and reliability of the video evidence makes it an invaluable tool for law enforcement. Detailed footage can help in dismantling ORC groups by providing concrete evidence that supports charges and prosecution. This is also key for any legal proceedings that may follow.

2. Managed Service Offering: Gatekeeper Systems offers three tiers of video review, classification and theft investigative services. These range from basic video documentation to advanced analytics that can pinpoint patterns of repeated offenses or flag organized retail crime activities. This layered approach allows retailers to tailor the service to their specific needs, enhancing ROI significantly.

3. Extension of your team: Perhaps one of the most significant benefits of the Purchek® system is its managed service component. This service takes on the labor-intensive tasks of collecting, managing, sorting, and classifying video data across potentially hundreds of store locations. For loss prevention teams, this means they can devote their time and resources to strategic initiatives rather than getting bogged down in data management.

4. Robust Reporting Capabilities: The Purchek® system collects data and converts it into actionable insights. The robust reporting tools provide quantifiable metrics that can enhance loss prevention strategies, store performance evaluations, and more.

While the immediate benefit of the Purchek® technology is its theft prevention capability, its impact extends far beyond security. By automating the process of data collection and analysis, the system allows loss prevention teams to focus on broader organizational goals. This shift from reactive to proactive management can lead to significant improvements in overall store operations and productivity.

Additionally, the non-confrontational nature of the Purchek® system ensures a safer shopping environment for both customers and staff. By removing the need for confrontations, and reducing the risk of escalation or physical violence, it helps maintain a positive brand image – an important distinction in today's socially conscious market. For a deeper look into how this technology enhances safety and upholds a retailer's commitment to social responsibility, read our blog titled, "[Blind Justice: How Technology Doesn't Discriminate and Why That's Important.](#)"

The popular tik-tok phrase "you got caught in 4K" resonates beyond just having video footage; it symbolizes a clear, unbiased view of theft prevention that respects customer dignity while protecting assets. As retailers continue to navigate the challenges of modern theft and ORC, technologies like Gatekeeper Systems' Purchek® solution are proving to be invaluable allies. By leveraging sophisticated video event capture, advanced analytics, and comprehensive service offerings, the Purchek® technology is putting a spotlight on the future of loss prevention.

The Purchek® solution is more than just stopping theft; event-based video footage becomes a clear lens into the activities surrounding pushout events. Insights regarding the behavior of bad actors, the responsiveness of store associates... can guide your loss prevention strategies it's about creating operational efficiencies and fostering collaborative relationships with our retail partners. With each pushout event recorded and each offender caught on video, the message is clear: if you attempt a theft, the Purchek® technology will see you, in more ways than one – and yes, "you got caught in 4K."

About Gatekeeper

Gatekeeper Systems' expanded product suite of intelligent cart solutions offers solutions for EVERY retailer's needs to minimize merchandise loss, reduce asset and labor expenditures. Gatekeeper's loss prevention and cart containment solutions utilize patented locking technology to put an end to cart-based shoplifting, shopping cart loss, and uninformed decision-making. Cart management solutions increase safety and reduce labor costs by maximizing productivity while simultaneously resulting in a positive store image. Intelligent pushout theft prevention solutions stop thieves and their cart full of unpaid merchandise from leaving the store. Customizable technology allows retailers to defend their entire store or just a high loss department based on the store's unique layout. Business Intelligence solutions provide increased visibility for informed decision making. Increase efficiency, optimize fleet size, and perfect the entire customer shopping experience with store and enterprise-level analytics.

