

Balancing Loss Prevention and Customer Experience with Purchek® Technology



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Retail crime is a growing concern, affecting both profit margins and the shopping experience. A recent article by Dan Berthiaume in Chain Store Age highlights the challenges retailers face in balancing theft prevention with customer satisfaction. According to Zebra's 17th Annual Global Shopper Study, consumers are frustrated by loss prevention measures like locked merchandise, while retail associates feel understaffed and under-equipped to handle crime safely.

The report underscores a pressing need: implementing effective theft prevention solutions without compromising the customer or employee experience. [Gatekeeper Systems' Purchek® Pushout Theft Prevention Technology](#) addresses these challenges head-on.

Purchek® Technology: A Smarter Solution to Retail Crime

[Gatekeeper Systems' Purchek® Pushout Theft Prevention Technology](#) revolutionizes retail loss prevention by offering a non-confrontational, seamless, and highly effective approach to curbing theft. This advanced system not only stops theft in its tracks but also ensures a safer, more enjoyable shopping environment. Here's how Purchek® technology delivers tangible benefits for both retailers and shoppers:

How Purchek® Technology Addresses “Key Findings Challenges”

Category	Key Findings*	How Purchek® Technology Addresses This
CONSUMER CONCERNS	<ul style="list-style-type: none">• 78% of consumers find locked products annoying.• 77% worry about price increases due to theft.• 71% are concerned about high crime levels in their favorite stores.	<ul style="list-style-type: none">• Removes the need for locked displays, ensuring a seamless and enjoyable shopping experience with effortless access to merchandise.• Validates ROI through reduced losses and operational savings.• Helps maintain competitive pricing by minimizing the financial impact of theft.• Creates a safer shopping environment without visible or intrusive security measures.
ASSOCIATE CHALLENGES	<ul style="list-style-type: none">• 85% of store associates feel more staff is needed.• 82% struggle to find help or support in real-time.• 80% feel there's insufficient technology to detect safety threats.	<ul style="list-style-type: none">• Automates theft prevention, reducing the burden on staff.• Shoppers benefit from better service as staff focus on customer assistance rather than security tasks.• Allows staff to focus on customer assistance rather than security tasks.• Provides actionable insights through Theft Intelligence Services, including high-definition event video.
RETAILER INVESTMENTS	<ul style="list-style-type: none">• 75% of decision-makers plan to increase technology investments by 2025.• AI, RFID, and computer vision are emerging as key tools for theft prevention.	<ul style="list-style-type: none">• Enables smarter loss prevention strategies without impacting the shopping experience• Integrates seamlessly with cutting-edge technology like Purchek® technology.• Positions retailers as tech-forward, improving operational efficiency and safety.

Building the Future of Retail

As highlighted by Zebra's study, the retail landscape is undergoing a transformation, with businesses placing greater emphasis on leveraging advanced technologies to modernize their operations. These investments aim not only to bolster loss prevention but also to enhance overall store efficiency and create safer shopping environments. Purchek® technology aligns seamlessly with these forward-thinking objectives, offering a sophisticated, non-invasive solution that effectively curbs theft while maintaining a positive in-store experience. By integrating Purchek® Pushout Theft Prevention system, retailers can strike the perfect balance between protecting their assets and delivering the convenience and accessibility that today's shoppers expect.

Conclusion

The retail industry continues to evolve, with technology serving as a vital tool in addressing the dual challenges of theft and customer satisfaction. Gatekeeper Systems' [Purchek® Pushout Theft Prevention technology](#) exemplifies this evolution by providing a comprehensive solution that protects merchandise, empowers employees, and enhances the overall shopping experience.

It's a win-win approach, enabling retailers to protect their people, products, and profits without compromising the customer experience, paving the way for a safer and more efficient future in retail.

For more information, visit [Gatekeeper Systems](#).

*Source: Dan Berthiaume, "[Loss prevention efforts pose issues for shoppers, associates](#)," Chain Store Age, 11/14/2024.

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.

