

# Shoplifting Prevention

Shoplifting costs businesses tens-of-billions of dollars each year. The average shrink rate is 1.33% (Source: National Retail Federation Survey). All kinds of businesses face the potential for retail theft. Employing outstanding customer service, coupled with technology and solid policy and procedure can reduce the risks that businesses face.

## Design Matters (Crime Prevention through Environmental Design)

- **Natural Surveillance** – Employees and customers must be able to see and properly surveil the space.
  - Ensure good lighting inside and out.
  - Keep fixtures low to ensure an open view of the floor space.
  - Declutter.
- **Territoriality** – Claim the space, define its purpose and show ownership.
  - Clear signage defining customer and employee areas.
- **Access Control** – The placement of barriers to increase an offender's perception of risk.
  - A limited number of entrances/exits.
  - Locked stockrooms and offices.
- **Maintenance** – A well-maintained space shows oversight and detracts from illegitimate and/or disruptive users.
  - Ensure the sales floor and fitting rooms are clean and in order.

### The Basics

- Practice outstanding customer service – greet everyone who enters; check back with customers to offer service.
- Maintain a clean and orderly space.
- Check and clean fitting rooms often.
- Advertise your policies against theft.
- Ensure stockrooms and offices remain locked when not in use.
- Place the checkout in a highly visible area near the entrance.
- Install convex mirrors strategically to provide additional visual coverage of the space.

### Go Tech

- Install high quality cameras to ensure the best images are captured – ensure coverage of entrance/exit, point-of-sale, stockrooms, receiving and any cash handling areas.
- Utilize electronic article surveillance or RFID systems on merchandise.
- Use a drop safe that is secured to the floor.
- Post signs indicating that a limited amount of cash is on the premises.
- Manage returns and refunds in order to prevent fraud.

## Resources

The Albuquerque Police Department, Crime Prevention Team can conduct a Crime Prevention through Environmental Design (CPTED) survey. Crime Prevention can also assist with your training needs on this and other topics.

National Retail Federation: <https://nrf.com/>

Loss Prevention Industry Professionals Association: <http://www.lpipagroup.com/>

