

Think Performance Enhancement Not Loss Prevention (Paperback)



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Reviews

Very useful to any or all type of people. This is certainly for those who statte there was not a worth reading through. You can expect to like how the writer write this pdf.

(Dr. Rashawn Lang)

THINK PERFORMANCE ENHANCEMENT NOT LOSS PREVENTION (PAPERBACK)



Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Celebrity launches, risque marketing, store makeovers and fancy websites grab the column inches but don t guarantee a return on investment for retailers. The central tenet of this book is that the traditional approach to loss prevention does not address the problem of losses effectively - it is the wrong place to start when developing solutions. From an employee s perspective it has too many negative connotations and assumes a deficit model of their contribution. From a business point of view it leads to sub-optimal activities and inefficient allocation of resources. Think Performance Enhancement Not Loss Prevention eschews the usual questions such as how do we stop our customers and staff stealing from us? It argues that given over half of losses are down to internal issues a CEO, with the right strategy, can increase employee loyalty, motivation, engagement and effort and improve customer satisfaction whilst generating increased profits and delivering a guaranteed return. Four key insights underpin the book: 1. The traditional approach to loss prevention does not address the problem effectively and leads to sub-optimal activities and inefficient allocation of resources. 2. Retailers have sophisticated transaction capture systems and are data rich, yet still appear knowledge poor. This is because decision makers repeatedly use the wrong data and the wrong performance indicators to inform their thinking and their choices. 3. Retailers concentrate most of their loss prevention spend on investing in technology to prevent shoplifting meaning little or no emphasis is placed on reducing process failure. Yet, employees, through fraud and poor practice, are a bigger problem than shoplifters. Heavy investment has also taken place to upgrade electronic point of sale (EPOS) systems. Unfortunately, the way...



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