

# Outside Retail



# The Retail Environment

Retail crime costs billions of dollars in lost revenue annually.  
The list of security threats in the retail industry are many to include:

- Direct Theft – this is through random shoplifters as well as organized retail crime and dishonest clerks
- Accidental loss and product diversion
- High profile attacks – card skimming and data theft
- Under-ringing
- Slight of hand

And that's just the Loss Prevention inside part of the story.

The one thing that all shopping centers have in common?

“Parking Lots”

This will be where you will most likely spend the majority Of your time.  
Let's take a look at that end of things...

# Parking Lots



You may be thinking what's so tough about covering a parking lot? The answer to that is - it depends.

Depends on the size of the parking lot, the shape of the parking lot, the type of parking structure you'll be dealing with.

But first, let's talk about some general basics of what can happen in a parking lot:

- Car theft
- Burglary of a vehicle
- Carjacking
- Theft
- Assault

# Car Theft



All that's needed for a car burglary is a little time and no witnesses. Be on the lookout for:

- Skateboarders
- Loiterers
- Panhandlers
- Solicitors



# Our Role in Outside Retail

Our role in this area is much the same as it is in most areas of security. We are the Visible Presence that can deter or hopefully prevent criminal acts from happening in the first place. We achieve this by:

- Being observant for unusual behaviors watching for anyone who may be:
  - Walking in between vehicles
  - Looking into cars while walking the parking areas
  - Driving up and down the parking aisles and bypassing open spaces
  - Sitting in vehicles that are parked completely away from other vehicles or alongside other vehicles for a prolonged period of time.
- Generally speaking most potential criminals will quickly move out of the area once you give an indication that you have noticed them.
- During your rounds check the lighting in the parking areas and always report lights that are out or areas that have inadequate lighting.

# Customer Service

- Working the parking areas of shopping centers is a time that you can utilize your outstanding customer service skills.
- If someone appears to be lost – assist them. It's easy to lose your vehicle in a parking lot/garage especially during the holidays when traffic increases dramatically.
- If you see an someone struggling with packages offer to assist them.
- Smile and greet people as they come and go to their vehicles
- Extraordinary customer service is what we're about here at ESSI. Demonstrating that to the customer returns itself in the way of a happy Client.



# Your Role Inside The Stores

- Know your stores and each of their locations and hours of operation.
  - This helps when having to respond to an emergency or in giving directions to a customer.
- Periodically drop by each of the stores briefly.
  - Check in with the clerks or the store manager just a simple reminder
  - “I’m here if you need me.”
  - It also provides the customers with a secure and safe feeling.
- **DO NOT LINGER IN THE STORES!!**
  - That gives the wrong impression of laziness or fraternization.
- Outside retail Security Officers must understand that they are there to provide deterrence and observation to the common areas of the property.
- At NO TIME should an Outside Retail Security Officer assist a Store Manager with the apprehension of a suspected shoplifter.
  - You CAN provide assistance by helping to maintain the order and contacting the Police **but DO NOT detain or attempt to detain because a Store Manager tells you the person did something.**

# Let's Do A Quick Review

- What is the one thing that all shopping centers have in common?
  - ANSWER: Parking Lots
- What is our role in the Outside Retail environment?
  - ANSWER: To maintain a highly visible presence to deter criminal activity
- What are some of the unusual behaviors we can watch for that would alert us to a possible criminal activity?
  - ANSWER: A person walking in between vehicles; someone looking into cars while walking around; a vehicle driving up and down the parking areas and bypassing open spaces; A person sitting in a vehicle that parked away from the other vehicles just watching.



What are some things that we could do to provide our Client's customers with extraordinary customer service?

**ANSWER:** We could assist someone that appears to be lost in locating their vehicle; we could offer to help someone that is struggling with packages; we can offer a friendly smile and a greeting to all those in our area.

Lingering inside a store gives the Store Manager the impression that you're really interested in their store.

- a) TRUE
- b) FALSE

**ANSWER:** b) FALSE – It gives the Store Manager the impression you are lazy or attempting to fraternize with store employees or worse their customers.



# WHAT WOULD YOU DO?

Scenario: While doing your patrol of the parking area in front of Store XYZ you see an individual run from the store and the Store Manager running quickly after the person waving their hands and yelling for you to help stop the person as they have left without paying for merchandise. You've been at this location for 2 years and you know this manager quite well and you're sure they are honest and trustworthy. What would you do to help this Store Manager out?

While you may feel very sure that the Store Manager is correct your actions should be to let the Manager know you will immediately call the Police and standby at the store until they arrive to further ensure the store remains secured.