National Review Meeting – May 14th

ECR Retail Loss

Our 2024 Work Plan

6 – New Reports to Publish (+3)

2 – Innovation Challenges (+0)

6 - In Person Meetings (+0)

8 – Working Groups / Focus Areas (+0)

4 - Expert Groups (+0)

50+ Working Group Meetings / Webinars

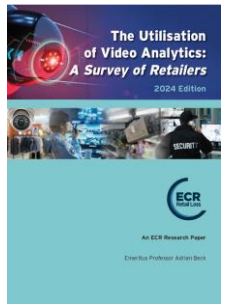
6 New Research Projects Commissioned

Six New Research Studies in 2024

SCO Design Ideas

Feb 2024

Video Analytics Benchmarking Study



Apr. 2024

Food Surplus Exit Strategies

Sept 24

May. 2024

Fortress Store Assessment Tool

On Track

May 2024

True Cost of Food Waste

On Track

June 2024

Predicting Wrong Inventory Records

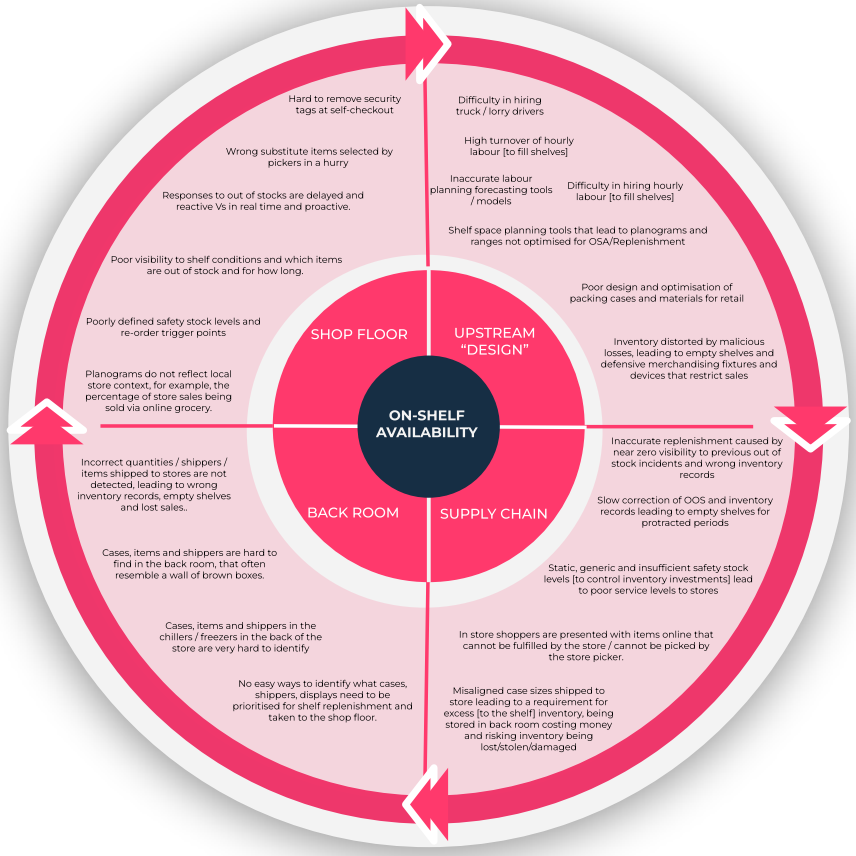
On Track

Dec. 2024

2024 Innovation Challenges

#1: On Shelf Availability – May 22nd Finale

On Track



ECR TOP 30

INNOVATIONS IN ON-SHELF AVAILABILITY 2024

Join Us

- Pitches from Ten of the Hottest OSA Innovations
- Q&A's
- Online Polling
  - Most Innovative
  - Most Applicable
  - Most Scalable

2024 Innovation Challenges

#2: Retail Risk, Safety and Security

Just Started

ECR TOP 30
INNOVATIONS IN RETAIL RISK, SAFETY & SECURITY 2024

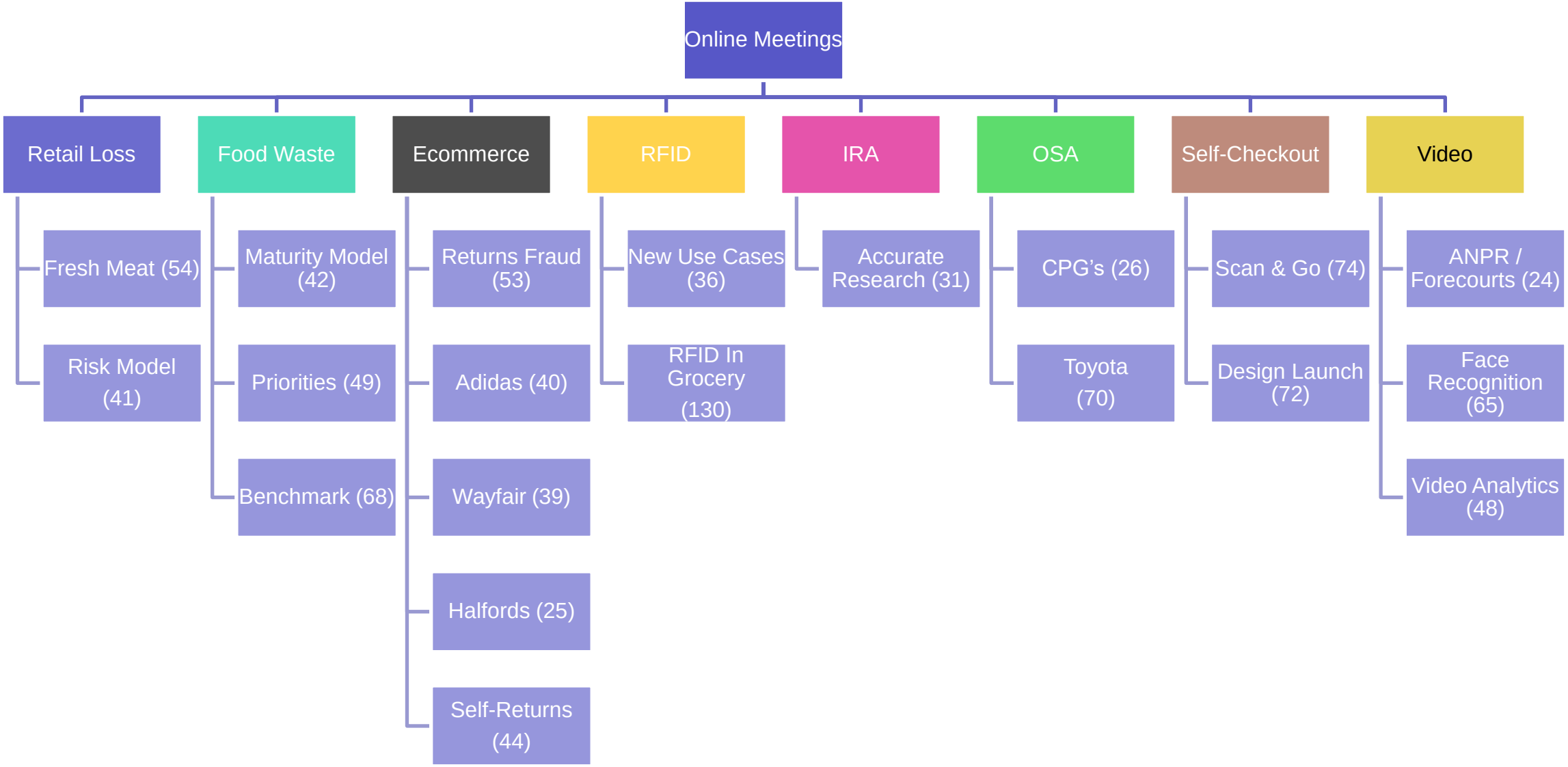
In Person Meetings

- ✓ March 6/7- IRI / OSA -Sainsburys
- May 15/16 – Video – Tesco
- June 19 / 20 – SCO – Carrefour
- Oct 9/10 – RFID – Desigual
- Nov 13/14 – Food Waste – Albert Heijn
- Dec 3 / 4 – LP Strategy & Execution – Oxford University
- March 12/13 – Ecommerce Loss – M&S
- TBC – News & Mags

IRI / OSA Meeting Hosted by Sainsburys

First Name	Surname	Job Description	Company
Abigail	Lynch	Senior Manager	Aldi UK
Adam	Wagenfield	Food Accuracy and Loss Project Manager	Marks and Spencer
Aimee	Charlton	UK & Ireland Profit Protection Leader	Nike
Andrew	McCurry	Food Accuracy and Loss Business Partner	Marks and Spencer
Andy	Torr	Retail Operations	Waitrose
Aris	Syntetos	Professor	Cardiff Business School
Asaf	Cohen	CEO	RGIS
Christoph	Glock	Professor	Darmstadt University
Craig	Baldock	Head of Food Operations	Marks and Spencer
Daniel	Corsten	Professor	IE University
Dave	Jones	Stock Operations	Sainsburys
Deirdre	Douma	Product Owner Data Science	Albert Heijn
Diane	Wilson	Customer Team	RGIS
Fotini	Perdikidi	OSA Leader	P&G
Ian	Smith	Retail Operations Lead	Waitrose
Jeremy	Ince	Shrinkage Manager	Mid Counties Coop
Jon	Brobyn	Head of Availability & Inventory	Iceland Foods
Kelvin	Anderson	Lead Manager - Modern Stock Take	Tesco
Kiran	Soni	Operations Leader	RGIS
Kirsty	Rose	GFR Project Leader	Tesco
Maaike	Besuyen	Product Manager Store Operations	Albert Heijn
Michael	Sedgwick	Ops Innovation Product Manager	Coop
Neil	Storey	Managing Director	RGIS
Nigel	Gear	Head of Stock Operations	Sainsburys
Rob	Bell	Business Team	RGIS
Sally	Mahdi	Inventory Control	Sainsburys
Sérgio	Catarino	Project Manager	Primark
Terri	Waters	Loss Prevention Manager	Morrisons
Tony	Ryan	Stock Optimisation Manager	B&Q
Warren	Baggett	Trading Loss Prevention Manager	Homebase
Wouter	Leirens	Process Manager	Colruyt
Yacine	Rekik	Professor	ESCP Business School

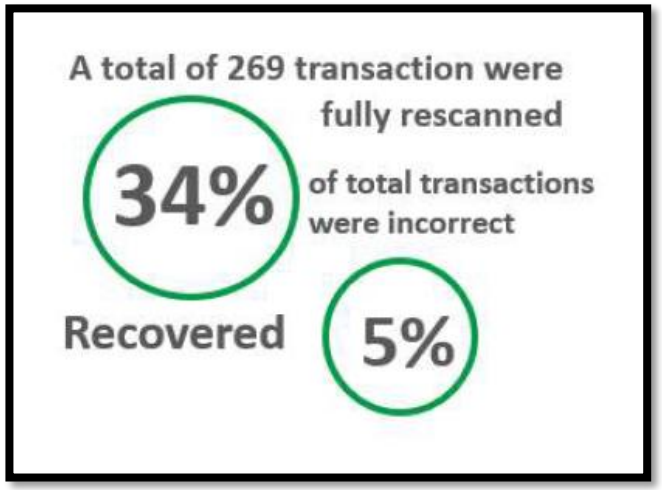
Online Meetings – Jan – May 21st 2024

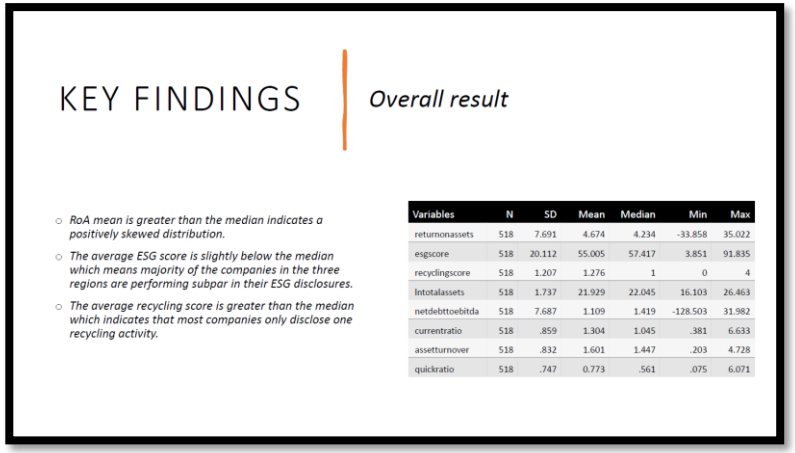


Expert Groups

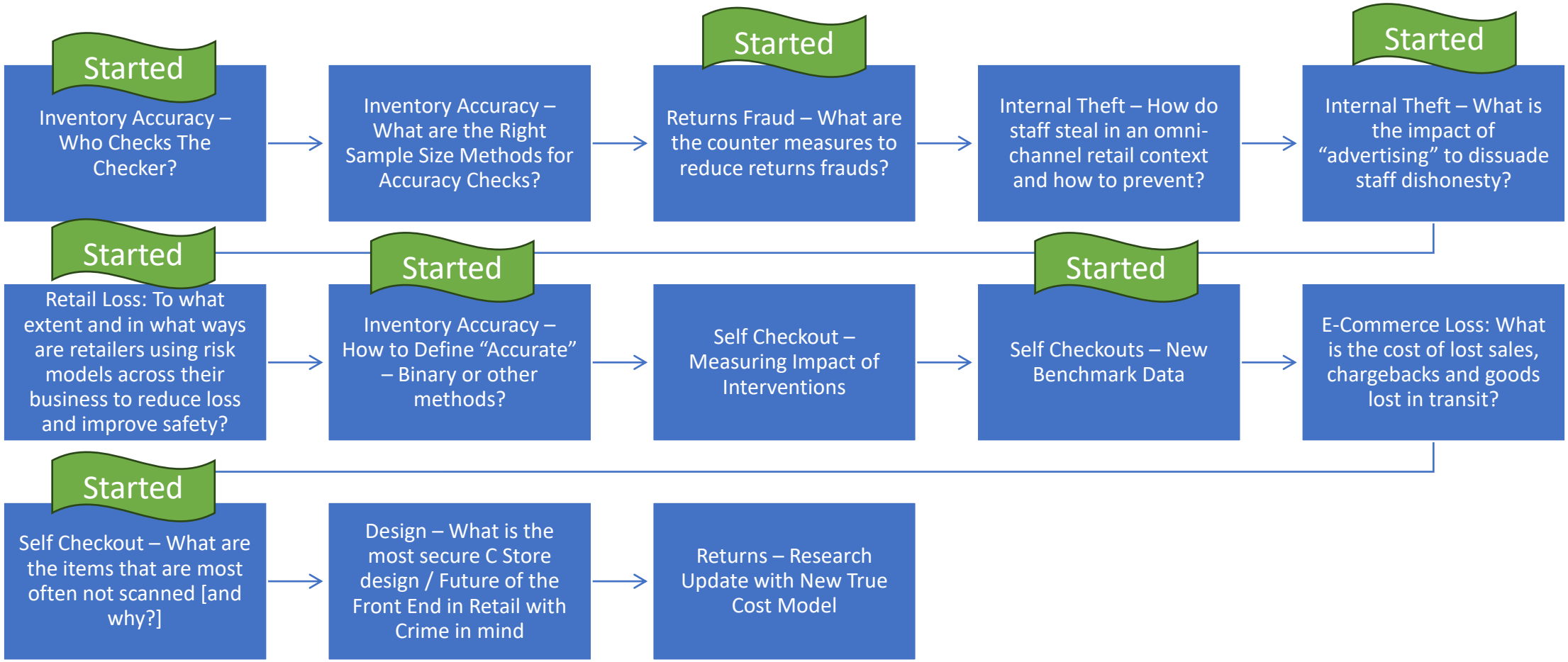
- Fashion Share
  - ~~March~~
  - Nov
- Grocery Share
  - ~~April~~
  - Dec
- Scan & Go Algorithm Share
  - April 28th
- News & Mags
  - ~~Jan~~
  - ~~March~~
  - ~~April~~
  - ~~May~~
  - July
  - Sept
  - Nov

UK Grocery Retailers (including Discounters) Unknown Loss (Shrink) Trends 2018/19 - 2023 (YTD)							
Retailer	2018-19	2019-20	2020-21	2021-22	2022	2023	2023 Vs 2018/19
Retailer 1	100	113	113	125	163	150	50%
Retailer 2	100	101	99	100	115	121	21%
Retailer 3	100	106	101	102	145	175	75%
Retailer 4	100	114	99	94	123	126	26%
Retailer 5	100	104	107	104	109	116	16%
Retailer 6	100	98	107	106	113	108	8%
Retailer 7	100	114	82	87	85	84	-16%
Retailer 8	100	125	143	118	127	165	65%
Retailer 9	100	102	88	100	110	100	0%
Retailer 10	100	102	93	105	127	128	28%
	100	108	103	104	122	127	27%
	100	8%	-4%	1%	17%	5%	



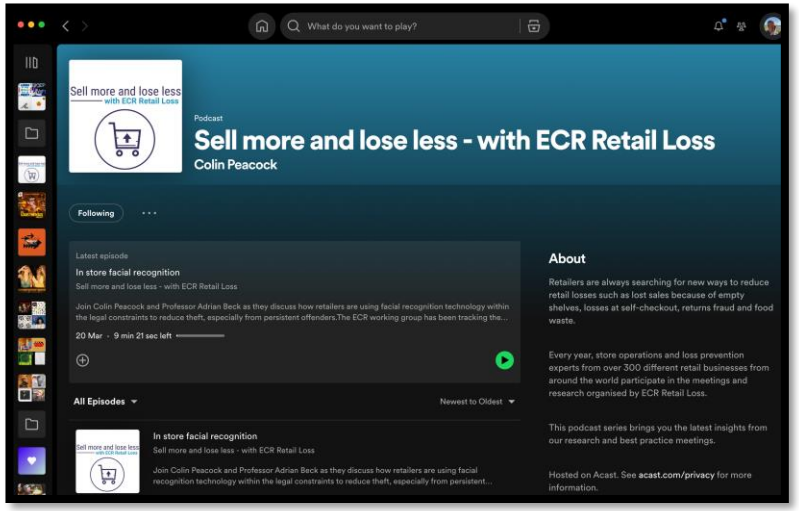


New Research Pipeline - 2024



2024 Communications Targets

		Improved 2024 Target	Actual 2023	Current status	Notes
Website	**Improving UX (rounds of design improvements)**	6	n/a	2	Improved UX of research and blog pages Briefed new “About” and “Podcasts pages
	Website engaged users (per month)	3400	2666	3750	Jan-3200; Feb-4300; Mar-3700; Apr-3800; May-1700 to date (monthly estimate 4400)
	Downloads (annual)	2565	1973	431 downloads (to 10.05.24)	30% increase yoy, but below trend target **NB +20% views and +17% increase in time on research pages***
	Domain authority	45	38	39	
	Content creation – signposting ‘evergreen’ content	10+		1 (draft)	March focus was OSA First one is April – Video analytics
	Benchmark and improve rankings for key terms:	20% for 5+		n/a	First big push is April
	*** Average monthly views of research pages**	n/a	3285	3955	+20% versus 2023 average
	*** Average monthly visitors to research pages**	n/a	1197	1265	+6% versus 2023 average
	*** Average time spent on research pages**	n/a	54 sec	1 min 3 sec	+17% versus 2023 average


What do you want to play?
Sell more and lose less with ECR Retail Loss
Podcast
Sell more and lose less - with ECR Retail Loss
Colin Peacock
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Latest episode
In store facial recognition
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Join Colin Peacock and Professor Adrian Beck as they discuss how retailers are using facial recognition technology within the legal constraints to reduce theft, especially from persistent offenders.The ECR working group has been tracking the...
20 Mar · 9 min 21 sec left
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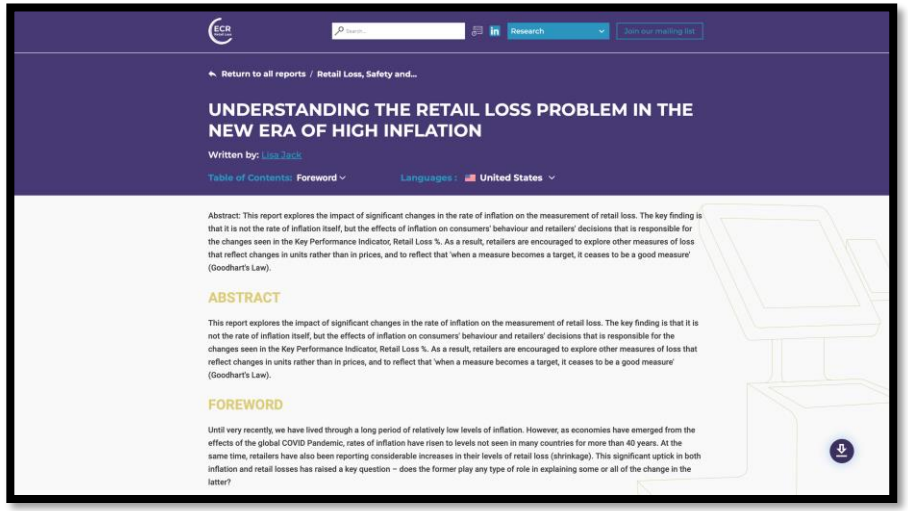
Newest to Oldest
In store facial recognition
Sell more and lose less - with ECR Retail Loss
Join Colin Peacock and Professor Adrian Beck as they discuss how retailers are using facial recognition technology within the legal constraints to reduce theft, especially from persistent...
About
Retailers are always searching for new ways to reduce retail losses such as lost sales because of empty shelves, losses at self-checkout, returns fraud and food waste.
Every year, store operations and loss prevention experts from over 300 different retail businesses from around the world participate in the meetings and research organised by ECR Retail Loss.
This podcast series brings you the latest insights from our research and best practice meetings.
Hosted on Acast. See acast.com/privacy for more information.


Research
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Return to all reports / Retail Loss, Safety and...
UNDERSTANDING THE RETAIL LOSS PROBLEM IN THE NEW ERA OF HIGH INFLATION
Written by: Lisa Jack
Table of Contents: Foreword
Languages : United States
Abstract: This report explores the impact of significant changes in the rate of inflation on the measurement of retail loss. The key finding is that it is not the rate of inflation itself, but the effects of inflation on consumers' behaviour and retailers' decisions that is responsible for the changes seen in the Key Performance Indicator, Retail Loss %. As a result, retailers are encouraged to explore other measures of loss that reflect changes in units rather than in prices, and to reflect that 'when a measure becomes a target, it ceases to be a good measure' (Goodhart's Law).
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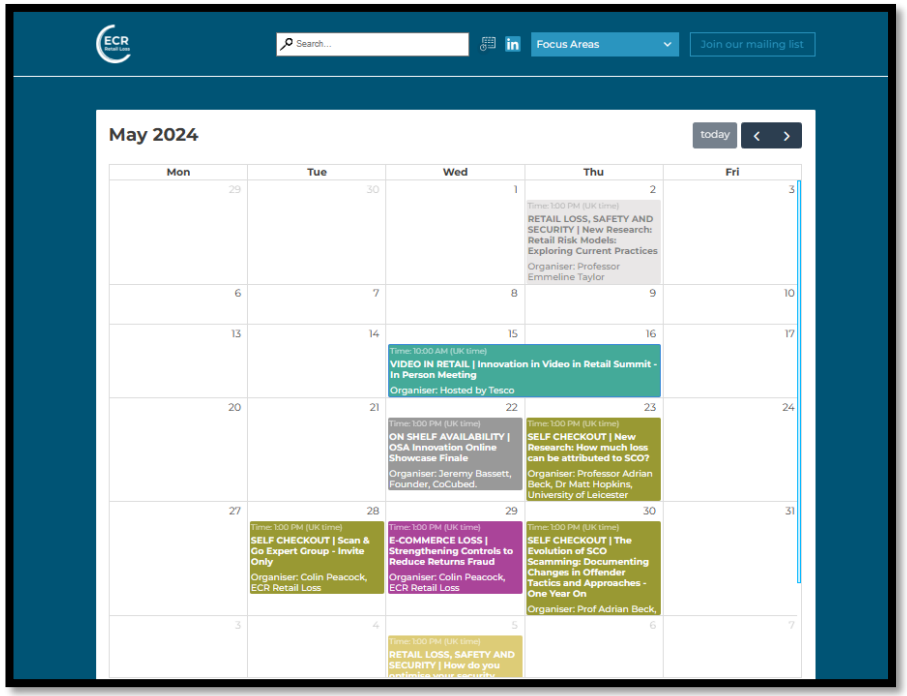
This report explores the impact of significant changes in the rate of inflation on the measurement of retail loss. The key finding is that it is not the rate of inflation itself, but the effects of inflation on consumers' behaviour and retailers' decisions that is responsible for the changes seen in the Key Performance Indicator, Retail Loss %. As a result, retailers are encouraged to explore other measures of loss that reflect changes in units rather than in prices, and to reflect that 'when a measure becomes a target, it ceases to be a good measure' (Goodhart's Law).
FOREWORD
Until very recently, we have lived through a long period of relatively low levels of inflation. However, as economies have emerged from the effects of the global COVID Pandemic, rates of inflation have risen to levels not seen in many countries for more than 40 years. At the same time, retailers have also been reporting considerable increases in their levels of retail loss (shrinkage). This significant uptick in both inflation and retail losses has raised a key question – does the former play any type of role in explaining some or all of the change in the latter?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RETAIL LOSS, SAFETY AND SECURITY | New Research: Retail Risk Models: Exploring Current Practices
Organiser: Professor Emmeline Taylor
VIDEO IN RETAIL | Innovation in Video in Retail Summit - In Person Meeting
Organiser: Hosted by Tesco
ON SHELF AVAILABILITY | OSA Innovation Online Showcase Finale
Organiser: Jeremy Bassett, Founder, CoCubed.
SELF CHECKOUT | New Research: How much loss can be attributed to SCO?
Organiser: Professor Adrian Beck, Dr Matt Hopkins, University of Leicester
SELF CHECKOUT | Scan & Go Expert Group - Invite Only
Organiser: Colin Peacock, ECR Retail Loss
E-COMMERCE LOSS | Strengthening Controls to Reduce Returns Fraud
Organiser: Colin Peacock, ECR Retail Loss
SELF CHECKOUT | The Evolution of SCO Scamming: Documenting Changes in Offender Tactics and Approaches - One Year On
Organiser: Prof Adrian Beck,
RETAIL LOSS, SAFETY AND SECURITY | How do you

ECR Retail Loss
The Monday Morning Briefing: How To Understand & Control Self-checkout Losses
Now self-checkout cameras warn you if you forget to scan
DOLLAR GENERAL
Loblaws
Self-checkout is dropped at hundreds of stores
Dear Stefan,

2024 Communications Targets

		Improved 2024 Target	Current status	Notes
Social	**LinkedIn Engagement Rate**	5%	4.2%	N.b. data from before OSA innovations challenge content live
Podcast	**Create podcasts and benchmark effectiveness**	12 podcasts/ 600 d/l	3	3 podcasts published March 2024 Not publicised yet/ No data on listeners
Email	**Mailchimp click rate**	6%	5%	
	Develop weekly template	40+ emails	Weekly	Well received – prompting new sign-ups

ECR Retail Loss

Help From Nationals

- Promote the May 22nd OSA Innovation Challenge Finale
- Point Retailers & CPG members to our work
- Sign up yourself for our Monday Morning Briefings (scan QR code)

Remember! Sign Up to May 22nd OSA Finale