

[CASE STUDY]

Customer: Boots the Chemist

Solution: A retail solution based on "Press for Assistance" emergency wireless call buttons linked to paging devices



MAKING BOOTS THE CHEMIST A SAFER PLACE TO WORK

Boots the Chemist, is a long standing UK Retailer. John Boot opened his first shop in Nottingham in 1849. Over time the Company has been involved in pharmaceutical manufacturing, wholesaling and retailing with its products being sold worldwide. Boots was an early pioneer of 'Self-Service' Stores, opening it's first such shop in 1951 in London.

In 2006 the French group Alliance acquired the Company and Alliance Boots now has over 1300 shops in the UK.

The Problem

Alliance Boots are involved in a government funded National Health Service programme to provide daily methadone doses to street drug users. To support this service Boots provide access for users to present their prescriptions to their in-store pharmacies. This has created a security risk, with up to 60 street users visiting individual stores each day in the same store environment as the general shopping public.

Drug Use & Profit Protection

At the Retail Solution Exhibition last year, Boots approached Ascom UK with this problem. Following a round of discussions, Robert Jennings, Head of Profit Protection at Boots, also became involved as he could see that the solutions being put forward by Ascom for the security aspects relating to drug users, could also have an application in reducing in-store theft.

It was agreed that Ascom provide a trial system to test the principles behind the suggested solution, and one of Boots flagship stores in the Birmingham Bull Ring was selected.



A robust pocket receiver with a two-line display

The Ascom Solution

Following a successful trial, the solution has already been introduced into twelve of the most vulnerable of Boots city centre stores.

The installation is based on Ascom's 'Press for Assistance' Emergency Wireless Call Buttons (PFA's), which are linked to the 912T handsets. The PFA's are situated at key 'high risk' areas in the store – typically 11 to 13 locations including pharmacy areas, high value fragrance counters, till points & consulting rooms. The 912T Handsets are carried by Security & Management personnel.

Whenever Boots staff see a theft taking place, or require Security assistance, they activate the call button on the PFA which instantly sends a wireless alarm to individuals or groups of handset carriers. The pager displays the exact location of the call e.g., PHARMACY – TILLS GROUND FLOOR – CONSULTATION ROOM 1 – OPTICIANS etc., giving Security & Management Teams the location of the incident, enabling them to make a quicker response to these emergency situations - response times are now measured in seconds. The net result is that staff feels safer knowing that help is coming quickly & gives a very positive message that...Boots Stores are no longer seen as a soft target.

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