



Leading Solutions' i3 Livelink allows customers to handle high-cost product securely.

SHIFT IN RETAIL SECURITY

DRAWING CUSTOMERS TO HIGH-VALUE goods is a key aim of every retail outlet, particularly over peak periods like the Christmas season: but keeping expensive stock items secure, while still displaying them attractively and out front, is a genuine retail dilemma.

Traditionally, high-value goods – and those popular with thieves – have been kept in locked cabinets or hidden in secure areas. That has meant frustrating delays for customers or, worse still, customers exiting the store without ever seeing or experiencing items they may have bought if the product had been easier to access.

In some retail outlets, shoppers are being encouraged to be 'up front and personal' with even the most expensive gifts and gadgets, as more retailers opt for cutting-edge security systems that are both vigilant and discreet.

Leading Solutions, part of the Auckland-based Fixtronics group, is supporting retailers who are committed to offering their honest customers a hands-on shopping experience with even their highest-value and most-frequently pilfered products. The New Zealand electronics business has long been associated with Sony Playstation.

"Now, we can offer retailers sophisticated, hidden technology that is attached to selected, individual merchandise items. That means retailers can focus their displays on honest shoppers rather than locking items away to prevent theft," says Leading Solutions general manager John Lennox. "It's all about improved customer experience – and ultimately, it's about increased sales and a reduction in theft for retailers."

The sophisticated new technology is already operating in the mobile phone marketplace. Leading Solutions is helping to revolutionise security for this retail sector with i3 Livelink, a state-of-the-art retail security system that allows customers to handle freely the latest high-cost phones which are kept secure thanks to a discreet link from each phone to an in-store alarm system. Phones can be displayed at the front of the store and customers can have a hands-on trial on a live phone to check all the features and menu functions – without a shop assistant hovering nearby.

"This whole new way of looking at retail security means a diverse range of retail businesses will be able to join the new era of providing for a customer-centred shopping experience without sacrificing security," says Lennox.