

DIXONS CARPHONE PLC: Dixons Carphone PLC, a leading omnichannel retailer of technology products and services, operates through 900+ stores and fourteen brands in eight countries.

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In 2019, the Dixons leadership team pursued a new solution for demo device security. Device theft had reached an all-time high with their current solutions and the stores refused to put live demo devices on display because they did not have confidence in their current security. In the 6 months prior to deploying a new solution, Carphone Warehouse lost 1,000+ live demo devices to in-store

theft. After a merchandising compliance audit, the number of live devices on display was only 20% compliant. Most stores removed their iPhones and replaced them with cardboard cut-outs.

Through an extensive review and testing period, Dixons leadership approved and deployed the Sennco HD Lockdown (HDLD) in 720 Carphone Warehouse stores. 1 year after the program launch (February 2019 to March 2020), Dixons reported over 80% shrink reduction across the United Kingdom. Merchandising reached record-breaking compliance because the stores had confidence in their new security, which resulted in a significant sales increase for iPhones and iPads.

Most importantly, Sennco's HDLD defeated various theft attempts throughout the UK by various Organized Retail Crime (ORC) groups. Over time, the ORC groups began targeting other retailers, leaving the Carphone Warehouse stores safe and secure.

