

# CASE STUDY

## *Telecommunications*

### **Identifying Risks:**

*From Site Selection to Security Resource Allocation*

#### **Defining the Risks**

The Corporate Loss Prevention Department for one of the largest U.S. wireless telecommunications providers is responsible for security operations in over 1,500 domestic retail stores throughout the country.

#### **Developing Solutions**

The loss prevention group utilizes CAP Index data as an integral part of the real estate site evaluation process – in both current and new retail store locations.

When considering the expansion of existing security resources – or the allocation of new resources – the loss prevention team uses CAP Index scores to carefully determine crime risk for particular areas, tailoring and implementing their decisions accordingly.

The loss prevention group also utilizes CAP Index data as a comparative reference tool when selecting new store locations. Here, the data sheds light on criminal activity and risk profiles for specific locales being evaluated for retail store potential.

#### **Results**

From the initial site selection process to the allocation of existing safety features, CAP Index has enabled the loss prevention team of one of the country's leading wireless carriers to be consistent and comprehensive in its deployment of security resources.

According to the Senior Manager of Corporate Loss Prevention, "[CAP Index] improves our business by making us more prepared to operate from the day we open, and ensures that we take into account all the risks in a specific location."