



## SPARKLING IDEAS A NEW WAY OF THINKING BRINGS REWARD



Selling quality jewellery through a 24-hour television channel and online store is challenging enough when retailing direct to consumers. Co-ordinating shipments from multiple vendors and meeting the demands of the world's most consumer-savvy marketplace takes that challenge to a new level.

This was the starting point for G4S as it began work with Jewelry Television in the USA. Jewelry Television operated a network of over 300 vendors globally, sending products direct to a facility in Knoxville, Tennessee, from as far afield as Europe, Asia and the Middle East.

With packages coming from multiple sources and being opened and stored separately there were too many touchpoints, creating significant risk of stock loss both through shrinkage and process error. What's more, the high number of deliveries into the facility increased premises risk. Across the board, Jewelry Television had significant risk exposure and little control.

Securing Your World



“G4S brought solutions to the table that we didn’t even know about.”

**“There were just too many variables at play,” says Mike Lazorchak, Marketing and Communications Director, G4S International. “There was a clear need to analyse the processes and find ways to reduce risk, improve customer service and be more efficient with costs. We needed to think differently.”**

When Jewelry Television began to analyse its shipping process, the need for change quickly became clear. While the business’s vendors paid for shipping, these costs were eventually reflected in product pricing. What’s more, Jewelry Television did not have an in-house logistics capability. Existing systems had been built piecemeal and, though they worked together, were not properly integrated. In other words, they didn’t have control over costs, process or efficiency.

Enter G4S. After listening to the customer’s requirements, G4S proposed a vendor management process that combined its two core services – Armoured and Insured Parcels – to give Jewelry Television the flexibility to determine how goods were shipped based on cost, risk and speed.

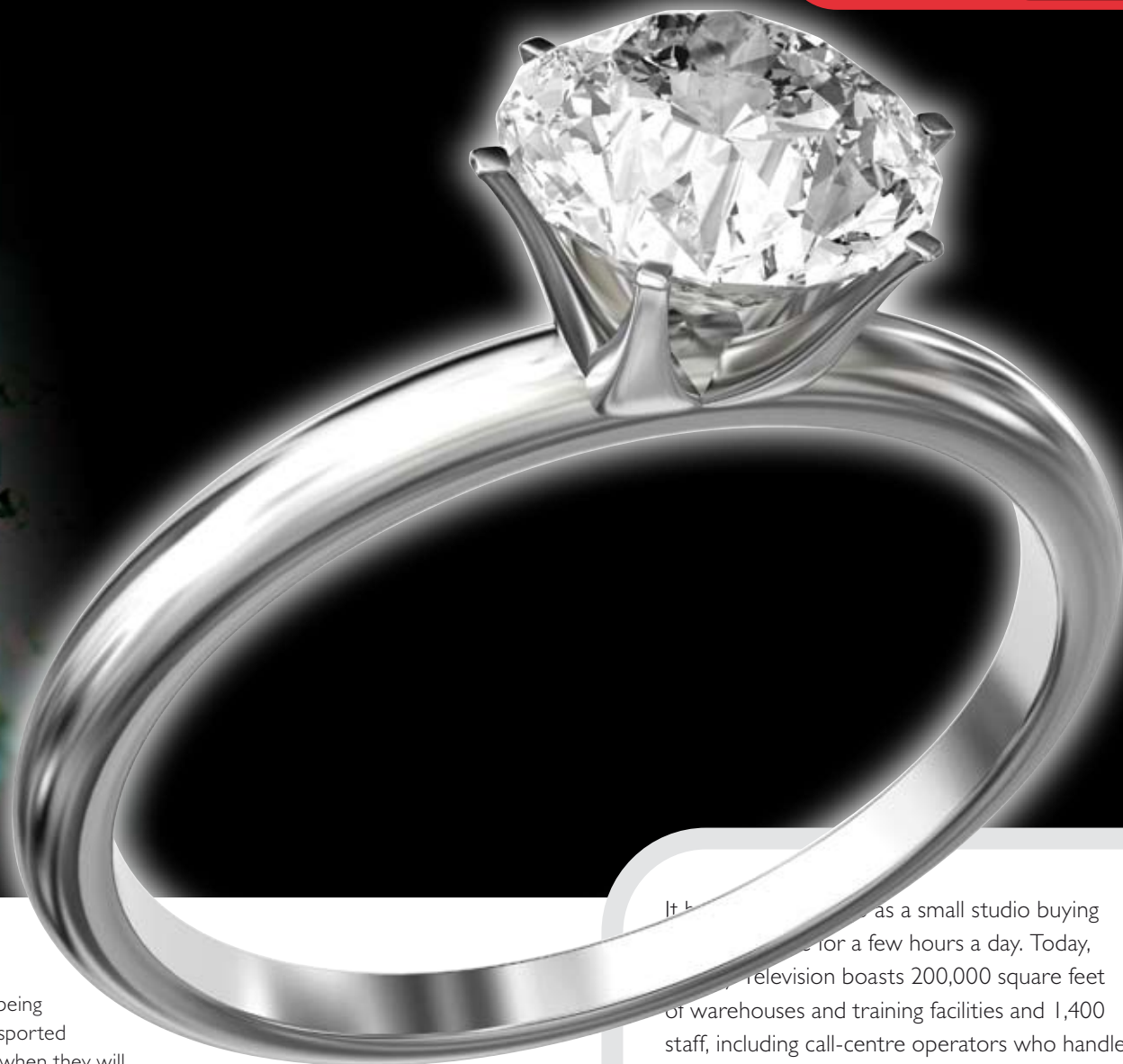
Melissa Turkus is the Logistics and Receiving Manager at Jewelry Television, she says: “We could see that there were security and efficiency issues with our legacy system but it was only when we began partnering with G4S that we saw potential to actually save money and make the whole system more secure.”

A new, integrated solution now sends products via G4S’s insured parcel service to a facility in New York where they are batched and transferred to the Jewelry Television headquarters in Knoxville, Tennessee. G4S’s scale and technology capability mean that it can work in partnership – in this case with UPS and FedEx – to underwrite the parcel service while mitigating losses through its insight into country and shipping risk management. A system to mask zip codes into New York City’s diamond and jewellery district, for example, has delivered double-digit reduction in losses.

The service is delivered through an integrated technology solution between G4S and its partners making it seamless for clients. And it is this same expertise and insight into secure logistics that has helped develop a bespoke, detailed shipping manual for every Jewelry Television vendor, explaining the optimal shipping method to use for varying goods values.

For higher value goods, it is G4S’s armoured transport service that is used. Given Jewelry Television’s distribution network of over 300 vendors in 20+ countries, global capability is key. In almost any country in the world, G4S can collect goods and ensure they are loaded onto a plane, overseen by a security officer and then transported onward to Knoxville.

“We have created a single point of entry,” continues Lazorchak. “Jewelry Television now has complete visibility over how its goods



are being transported and when they will arrive. They have control over incoming shipments and, importantly, they're saving money. Our ability to integrate services and then customise them to the client's need has delivered real benefits."

Melissa reflects: "We now have inbound visibility, tracking a single point of contact at G4S in New York. One of the most important aspects of the new system is the ability to communicate. We know in advance what category is coming in and we can staff appropriately, that alone has made a huge difference to the operation. G4S brought solutions to the table that we didn't even know about."

Jewelry Television and G4S have formed a partnership which illustrates the very best of what a smarter approach to security can deliver: intelligent solutions that lead to cost savings, better security and happier customers.



It began as a small studio buying packages for a few hours a day. Today, Jewelry Television boasts 200,000 square feet of warehouses and training facilities and 1,400 staff, including call-centre operators who handle more than 10 million phone calls per year. In an average year the business ships 5.5 million packages.

**Potential losses in transit created huge liability issues for Jewelry Television but since starting work with G4S the business has experienced significant reduction in loss in transit.**

**In total, Jewelry Television estimates that it has saved between \$1.5 million and \$1.7 million over four years.**

In a world increasingly full of risk, we have to focus even more on our security challenges. When we do, however, most of us focus on the downside. At G4S, we believe that in every security challenge there is an opportunity to unlock hidden benefits that can help businesses to thrive and prosper.

The key to releasing wider benefits for our clients is to always look at the bigger picture and consider integrated solutions that transform performance. To do this, we deliver world class project management that brings together our expertise in logistics, technology, managing the world's biggest force of security personnel, and the knowledge derived from providing security solutions in diverse markets around the world. By doing this, we offer secure solutions that deliver more than the sum of their parts.

By looking at the challenge of securing the business environment more holistically, retailers can protect assets, reduce costs and deliver a better experience for the customers they serve.

The most secure and beneficial solutions come from understanding the challenges of securing the world today and the interdependence of the parts. Let us help you to see the opportunities that exist in the challenge of securing your world.

**Transforming security challenges into opportunities.**

