

veesion

4 WAYS VEESION HELPS

RETAILERS STOP REPEAT THEFT



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INTRODUCTION



What Is Repeat Theft?

Shoplifting shouldn't be seen as a simple, isolated incident.

In fact, it's often a **recurring event**, carried out week after week by the same individuals.

Today, a staggering **70%** of retailers have reported an increase in thefts committed by repeat offenders. These repeat thieves, who account for **60%** of all apprehended shoplifters, are no longer content with a single visit.

They can strike the same store up to **four times a week**, exploiting human and systemic weaknesses.

Over time, these offenders become bolder, stealing more valuable items and sometimes even resorting to aggression. Currently, around **53%** of retailers report a rise in violence associated with these incidents.

For retailers, repeat theft is more than just a financial loss; it represents a loss of control, an added burden for employees, and an overwhelming feeling of helplessness.



How does repeat theft hurt your bottom line?

Let's take an example:

	Day 1: 2nd February	Day 2: 4th February	Day 3: 8th February
Average amount stolen per day	\$20	\$20	\$20
Over a period of one year	3 days per week	52 weeks \$60 per week	\$60 x 52 weeks = \$3,120 stolen per year
With 60% of reported thefts linked to repeat offenders, the average annual number of repeat offenders per store is between 5 and 10.	Therefore, if these repeat offenders are apprehended, the annual losses avoided per store are between \$15,600 (5 x \$3,120) and \$31,200 (10 x \$3,120).		



Are traditional security measures ineffective?

Despite the presence of cameras, many thefts go unnoticed. The same holds true for security personnel, who cannot be physically everywhere, especially in understaffed or poorly trained teams.

In this context, there is only one guiding principle: **prevention**

The goal is to anticipate the risk of incidents before they result in losses.



Veesion: The ultimate approach to preventing repeat theft

By integrating artificial intelligence to analyze video streams in real time, Veesion transforms your cameras into a proactive detection system.

Using technology that identifies the recurring actions of repeat offenders (such as objects hidden in a bag or under clothing), it immediately alerts your operational teams.

The result? More effective loss management, improved responsiveness, and a true sense of regained control, even when working remotely.



01. CONTROL

The problem

In retail, managing one or more stores often means a **loss of visibility**. With teams that are frequently understaffed, passive video surveillance, and managers who are not always on-site, the feeling of not being able to see everything is amplified. The cameras are in place, the staff are vigilant, but it's impossible for them to be everywhere at once.

Repeat offenders take full advantage of this. They know when and where to strike and how to identify quiet periods and camera blind spots. By the time a theft is finally detected—usually during a stocktake or random check—it's often too late.

Regional managers and franchisors must oversee multiple locations with very limited resources, often unable to verify if protocols are being followed or whether losses are due to errors or malicious acts.

Knowing that things are under control, even in your absence, provides the peace of mind needed to focus on what matters most: your business.

Before Vision, we suspected shoplifting when people came out with a bag, or sometimes a customer would tell us, "Oh, someone put something in their bag." That's how we'd notice something had been stolen.

Edfury,
FoodTown, Store Manager

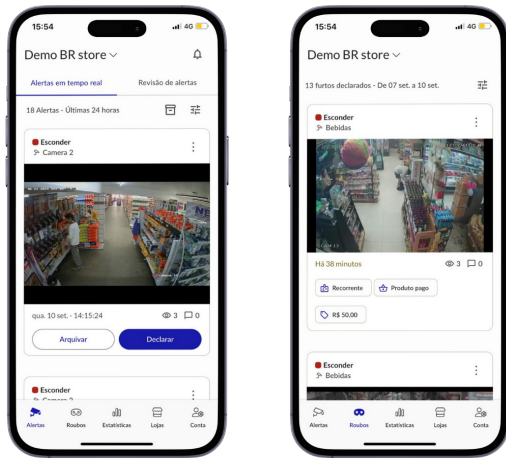
With Veesion

Veesion easily connects to your existing camera system, acting as a tireless, discreet digital ally. This virtual security guard is available 24/7.

With Veesion, you don't need to be a cybersecurity or video surveillance expert to optimize your security without adding to your daily workload. **Its intuitive app is easy for all team members to use on any of your store's devices**, including work phones, computers, checkout tablets, and cash registers.



To help you regain control of your business even when you are not there, Veesion offers centralised, intelligent monitoring that **can be accessed from anywhere:**

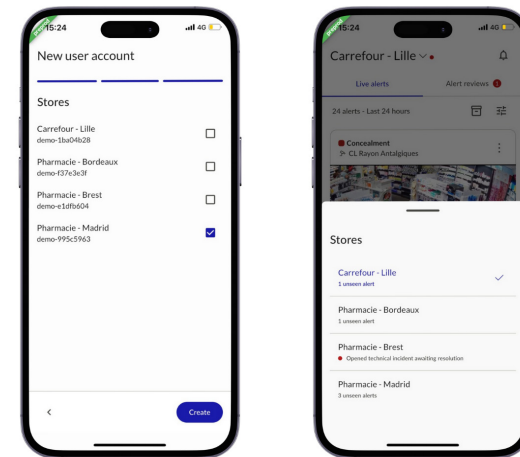


- A user-friendly dashboard allows you to monitor activity in your stores in real-time or review it later.
- Alerts are triggered by suspicious behavior (**like hiding items in a bag or clothing, or in-store consumption**). Each alert is then recorded, dated, and contextualized with a video, time, and store location for easy monitoring and analysis.
- The alert history makes it easy to identify the most problematic areas and at-risk times of the day.

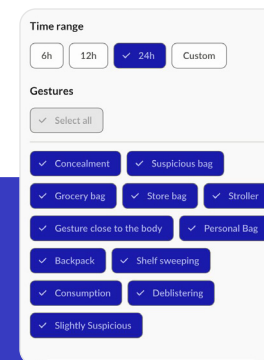
This level of visibility is particularly valuable for:

- **Multi-unit owners**, who can monitor each of their stores with a single click from any location.
- **Regional managers**, who need accurate and timely reports on incidents.
- **On-site teams**, who get practical help in detecting suspicious behavior.

Veesion acts as a **digital extension of your eyes**, tirelessly watching every aisle.



To ensure optimal control and greater efficiency, you can also use and adjust filters:



→ In summary, Veesion offers you complete control and peace of mind through:

1. A centralized dashboard
2. Seamless remote management of multiple stores
3. Effortless, one-click store switching
4. Customizable settings and filters

With Veesion, you no longer have to guess or simply hope that everything is going well. Now, you know exactly what's happening in each store in real-time, so you can finally **focus on your core business**: your customers, your growth, and your teams.

You can't have staff actively watching the screen and monitoring cameras all day long. It is not cost-effective.

Sukhdeep,
Convenience Store Owner

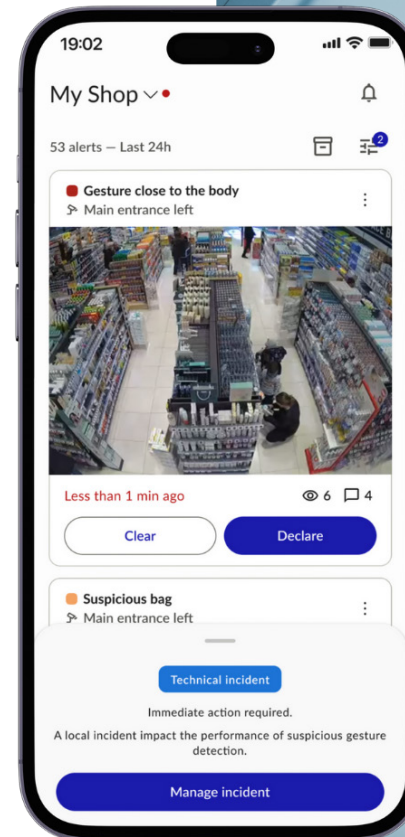


What if there is a technical problem?

If an incident occurs, Veesion informs you directly about the nature of the problem (server offline, DVR offline, cameras disconnected, unstable connection, etc.) and, if necessary, initiates a **troubleshooting procedure**.

More than just better security, Veesion offers a **more controlled, stable** and, above all, **more peaceful management experience**.

→ **But in practical terms, how does Veesion help prevent repeat thefts?**



02. PREVENTING THEFT

The problem

In many retail outlets, theft detection remains 'reactive.' Missing items are noticed during stocktaking, video footage is reviewed after the fact, or, worst of all, they are never noticed at all.

This model is ineffective against repeat offenders.

Repeat thieves know your store inside out. They operate discreetly and return often. If they are not stopped or identified on their first attempt, they will become more confident and daring.

It definitely saves me time, saves me headache, you know, worrying about what's going to happen in the store. Anyone stealing it, and my employees stealing, anyone stealing, and I don't feel that now.

Paul,
7-Eleven Owner

If this continues, losses accumulate, profitability is impacted and a feeling of helplessness creeps into the teams.

With Veesion



Veession does more than just record thefts. Its technology acts proactively, analyzing video feeds from your existing cameras in real-time to identify suspicious behavior associated with theft. When something suspicious is detected, an alert is instantly sent to the app.

This alert is quickly forwarded to the entire team, enabling a **proactive, discreet, and—most importantly—rapid response.**

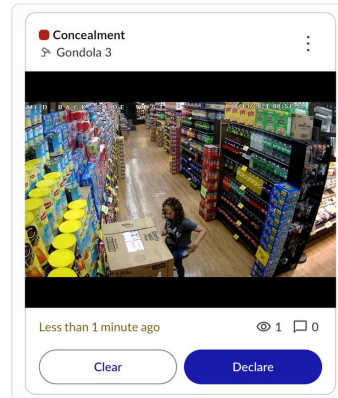


How do these alerts work, and how should they be interpreted?

1. When an alert is sent, you have several key pieces of information at your disposal:

1. A video clip of the incident.
2. The date, time, and camera location.
3. And most importantly, the specific action (e.g., 'Concealment') and its corresponding color-coded severity level:

- **High**
- **Moderate**
- **Low**



2. You can then **prioritize your actions by sorting alerts by status:**

- Alerts awaiting review
- Resolved alerts
- Confirmed thefts
- Stolen goods

3. Once you have thoroughly analyzed an alert, it's up to you to determine if a theft or attempted theft occurred, and to do so discreetly.

✔ Click on **'Clear'**
to classify it as **'Nothing to Report - No Theft'**

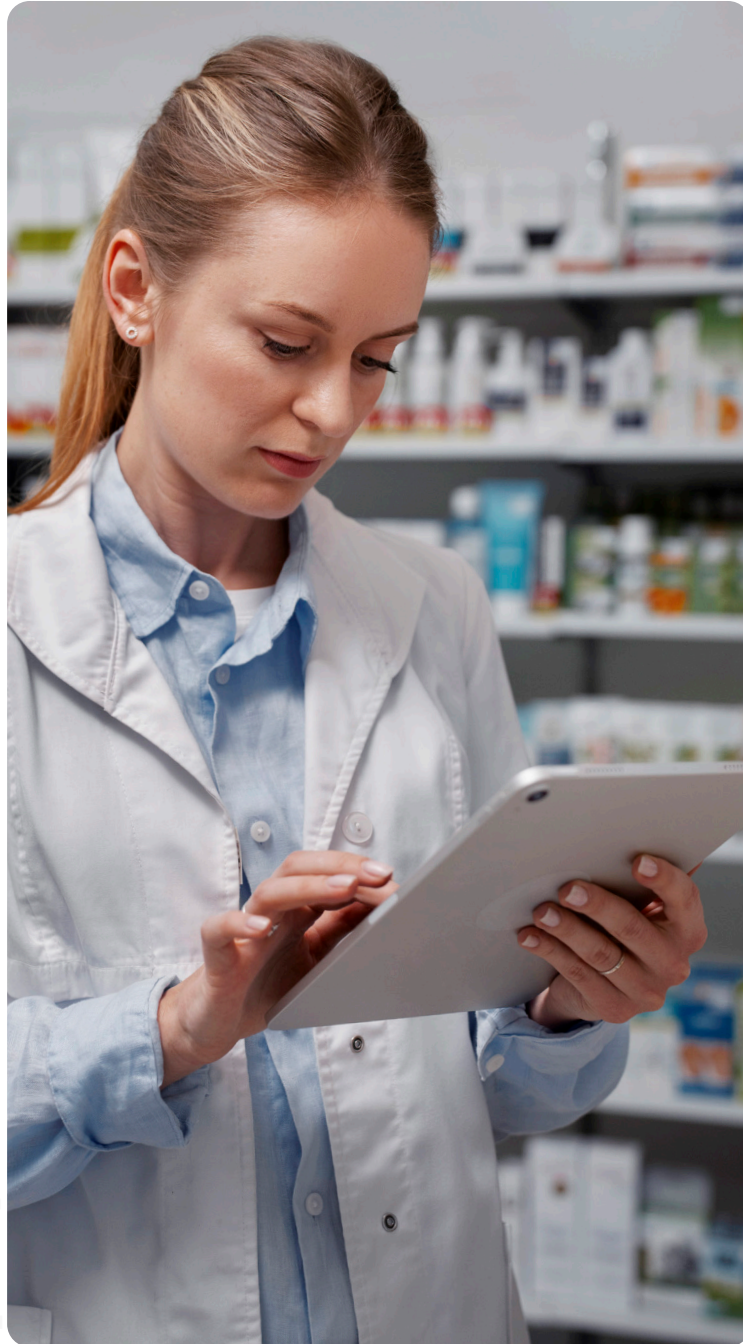
⚠ Click on **'Declare'**
to classify it as **"Theft" or 'Attempted Theft'**

4. You can then save and share this video alert to use as evidence.

Veesion's gesture recognition system detects suspicious activity and sends alerts with varying levels of urgency. People are actually surprised with the technology that we use because they don't expect us to accurately detect theft.

Sukhdeep,
Convenience Store Owner





Veesion is basically a virtual security guard, looking at each customer so the employees can relax and focus on their work.

Karinjeet,
Liquor Store Owner

With Veesion, you no longer have to wait to 'see' the theft. **You can analyze suspicious behavior as it happens and, most importantly, better identify potential repeat offenders.**

Thanks to the app, alerts are sent directly to smartphones or tablets, allowing your teams to react instantly even when they are not in front of a monitor.

03. TEAM EMPOWERMENT

The problem

More often than not, it's the same faces reappearing on your shelves. Your team is aware of this, but they lack the necessary tools and means to take effective action.

Veesion has helped us decrease our shoplifting shrink by over 43%. It represents about \$100,000 savings to us.

Raffael,
ShopRite Owner

Today, **loss prevention is too often left entirely to sales staff.** They are expected to observe customers, spot suspicious behavior, manage cash registers, and advise shoppers all at once. This balancing act is nearly impossible, especially in stores that are understaffed and lack dedicated security guards or theft-detection training.



Veesion is a game changer. It's peace of mind for the staff and it's a helpful tool for security. It's the best investment to put your money in.

Chris,
Loss Prevention Officer at Mayberry Garden Centre

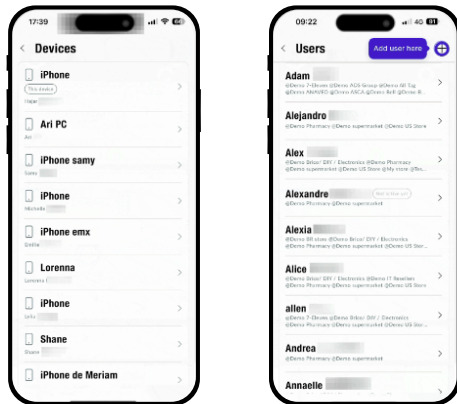
The only results:

are staff fatigue, dissatisfaction, a feeling of helplessness, a poor customer experience, and thieves who slip by unnoticed.

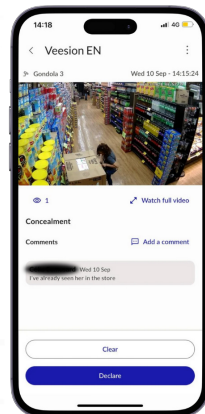
With Veesion

Each of your employees can be given access to the Veesion application by simply adding them and configuring their user rights.

With support for desktop computers, laptops, tablets, and smartphones, an unlimited number of users can be added, and each device can be managed independently:



For smooth and efficient collaboration, we recommend adding comments to **all alerts and confirmed thefts.**



Users can add context, describe suspects, and communicate with other team members directly on the platform.

This enables you to:

1. Track repeat thieves.
 - For example, a cashier can leave a comment like: **“Same person as yesterday, same aisle, black sweatshirt, red backpack.”**
2. Ensure clear communication between teams.
 - A night-shift employee might leave a note for the morning team: **“Seen leaving through the back door – check the outside camera.”**

An empowered team is far more effective against repeat thieves because it acts consistently, quickly, and collectively. Thanks to real-time alerts and easy communication between colleagues, every employee knows when to act and where to focus their attention. This level of coordination increases overall vigilance and discourages repeat offenders; a well-equipped and responsive store is a powerful deterrent.

When every member of your staff plays an active role in prevention, **you establish a culture of security that is both visible and feared by thieves.**



04. LOSS REDUCTION

The problem

In many stores, **losses are difficult to detect and measure.**

Retailers often rely on rough estimates due to a lack of visibility and evidence. By the time inventory shrinkage is identified, it's already too late: the product and the individual are gone, making it nearly impossible to confirm the theft and increasing the likelihood of repeat offenses.

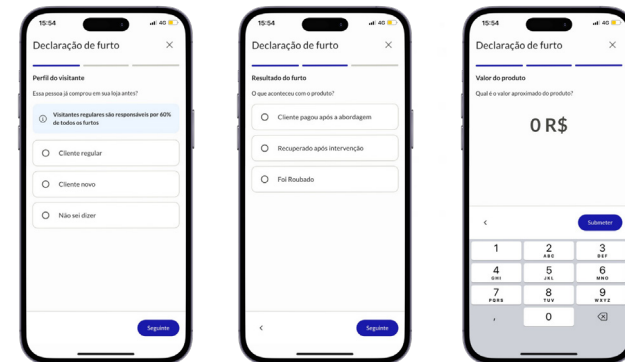
The result of these security shortcomings is a chronic decline defined by eroded margins, weakened inventory, and teams exposed to persistent stress—a cycle that is difficult to reverse.

With Veesion

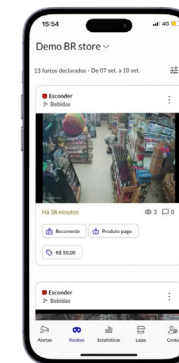
In addition to alerting you and preventing repeat theft, Veesion also allows you to **accurately track your return on investment.**

To prepare for this, it is crucial that **you report every theft you identify within the system.**

How does it work?



Simply indicate if the thief is a repeat offender and record the total estimated value of the items. This allows you to accurately measure your losses avoided and assess your ROI.



Once a report is filed, you can link the **value of the theft directly to the thief's profile** to accurately assess the impact of repeat offenders.



How can you track ROI?

Veesion provides you with the tools to track your ROI **in real-time**. On the Veesion app, you can monitor the following:

1. Theft Trends

- Optimize prevention for each store using **30-day data analysis**.
- Monitor your **exposure to repeat offenders** and implement targeted measures to reduce costs and protect key merchandise.

2. Theft Resolution

- Track the completion of every theft report to **better analyze your savings and losses**.
- Optimize your intervention strategy by measuring **how Veesion helps you recover or increase revenue related to theft incidents**.
- You monitor the **resolution of thefts** and optimise your response strategy.
- You measure how Veesion helps you **recover or increase your revenue related to theft incidents**.

3. Your Responsiveness

- Measure your **responsiveness and commitment to theft prevention** with your qualification rate.
- **Identify and secure your shelves** from high-value thefts with a high qualification rate.
- **Track your team's productivity and responsiveness** to optimize intervention efforts.

Veesion allows us to do regular jobs in the office without being on the shop floor.

Joanne,
Nisa Store Manager

With Veesion, you not only reduce losses from recurring theft, you also **regain control over your lost margins** by reacting before they accumulate.

At this stage, once you've mastered the app's features, you will feel that **things are finally under control.**



CONCLUSION

Take back control!

When repeat offenders return several times a week, they exploit your human and technical weaknesses, know your vulnerabilities, and remain invisible. As a result, losses mount up, teams become worn down, and managers lose control over what's really happening in their stores.

Faced with this situation, Veesion provides an intelligent, AI-powered solution specializing in gesture analysis. With it, you can:

- **MONITOR:** Supervise your stores with a centralized, real-time view, even remotely, giving you complete peace of mind.
- **PREVENT:** Act before a theft occurs thanks to instant alerts.
- **EMPOWER:** Involve your teams in prevention without overworking or stressing them.
- **REDUCE:** Drastically cut losses by targeting repeat theft.

In short:

You no longer just monitor your store; you understand and **manage it with confidence.**

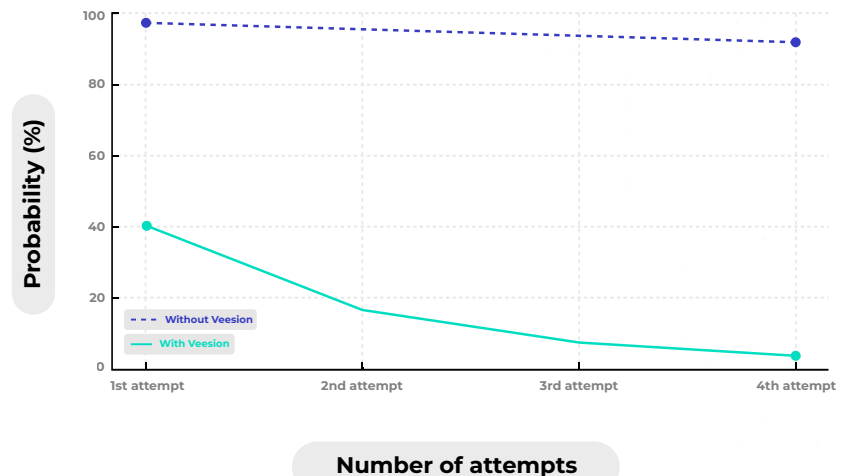
You no longer suffer from theft; **you anticipate it.**

You are no longer alone; **your teams are involved.**

You no longer identify losses after the fact; **you prevent them.**

With such a connected and responsive environment, **you will deter repeat thieves for good.**

Probability of detecting repeat thefts



veesion

You can also put an end to recurring thefts in your shop by requesting a free demonstration at veesion.com or by contacting the Veesion team directly.

