

Celebrating 25 years of excellence



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PRESS RELEASE FOR IMMEDIATE RELEASE

Intrepid celebrates 25 years!

In 1993 with just one customer, Lillywhites of London in Picadilly, Intrepid Founder Noel Verbruggen struck out on his own, to make a difference in the EAS industry.

Frustrated by the lack of dialogue offered by the big companies, and having worked in the Industry since it's introduction from the USA in the late 70's, as both engineer and Sales Account Manager, his ethos was and still is, that the only way to sell a system that will work and carry on working for a particular client, is to talk to them and find out what their particular issues are. There is no such thing as a 'one size fits all' solution and no point in paying lip service to get the deal, if it all unravels at a later date and you lose the customer.

Things don't stand still for long and so along with Intrepid's commitment to continuing communication with the customer long after a system is sold, we have consistently travelled over the years looking for innovative manufacturers and partners who we feel have the right stuff to make a real difference to our customers' businesses.

Fast forward another 20 years and the retail landscape in the UK has become unrecognisable. Online sales are the new Nirvana and every major retailer has an on-line presence, offering more, offering faster, offering anything you want, with the ability to chase the sale, should you stray away from an unfinished basket. The old issues of shoplifting and return fraud, pale by comparison to new issues thrown up by on-line sales. However, on-line retailers know the who, when, what and where about it's customers, so it all looks rosy.....the high street is dying and even e-tailers need a high street presence because it's the tangible face of their company and besides, customers miss the human interaction.

Conversion is the last retail metric. Whilst retailers know everything about their web sales; how many pages are viewed, what is likely to attract attention, page dwell times, customers, likes and dislikes, for the most part, they know virtually nothing about their bricks and mortar sites. Innovations in retail systems, all designed to improve conversion rates, are only just recently being explored and utilised in store by retailers. The realisation that by counting and measuring, watching and learning, and in effect, returning to the idea of proper customer service, AKA the customer is, in fact, king, because he can, and I quote, " sack everyone from the chairman down, simply by taking his custom elsewhere', is what a retail has failed to grasp in recent years. Possibly because at one point it seemed likely that the high street was dead. Seeing the gap widening, spurred Noel on set up Intrepid Retail, In a way, an obvious progression of his ideal of continuing communication in order to give the customer what they wanted to continue to do the job, long after the system had been sold.

Intrepid Retail now concentrates on systems that make real improvements in those areas that had been largely ignored. Customer service, Fitting room assistance, Dwell times and interest, proper footfall analysis to give businesses real time valuable data to improve their offering. Data to have the ability to plan staffing, maximise opening hours and plan marketing campaigns. Systems to detect the age, gender and interest of a customer, and gathering information for properly targeted marketing. Improving in-store communication, allowing customers to take control and have a voice in-store, and getting the best from your shop floor staff. Information to plan the best use of floor space, using dwell times to focus on your customers' interests. All of these systems offer ways to increase conversation rates and thereby increase profits.

So, here we are now celebrating 25 years in the retail industry and continuing to make our small, but important presence felt, with some of the UK's most high profile retailers. To mark this no mean feat, Intrepid is hosting an Innovation day, on April the 10th at Tower Bridge to discuss and exchange ideas with some of UK retails' most important decision makers. A number of these has agreed to speak and share their experiences with their peers, including Andrew Parle, Store Process Manager for Mothercare Plc, Colin Porter, Customer Service Manager for upmarket supermarket chain E H Booths & Co Ltd and Guy Cheston, Media Sales Director at Harrods Ltd.

If you would like to join us for what promises to be a very interesting exchange of ideas and lunch in the North Tower of Tower Bridge, on April the 24th, numbers are limited, so please contact Michelle Calvert at Intrepid.



For more information on our 25th anniversary Innovation day, please contact Michelle Calvert on 01372 736989 or email m.calvert@intrepid-retail.com