

RETAIL WHITE PAPER

How are retailers in the UK managing contractors today?
A snapshot of the industry and the future.

**VISShop**

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An Analysis of the Current Situation of Retail Site

Management

- *Save Money*
- *Improve performance*
- *Ensure Security*

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Table of Contents

A Whole New World.....	3
The Current Status of Visitor and Contractor Management in the UK.....	4
Impact of the Pandemic	6
THE RISKS OF THE PAPER PROCESS	8
Seven key principles:.....	8
“Fire away”	11
“Paper costs how much?”	13
“A Hazard a day keeps the people away”	13
“A Global warning”	13
“Shelve-fish”	14
Opportunities	15
10 Current Solutions.....	18
The Solution	21
Woolworths and VISShop.....	21
Features of VISShop	23
Conclusion	25

A Whole New World

"98% Of Retailers Within the UK Are Yet To Discover The Biggest Way of Saving Money"

It is time to realise the importance of visitor and contractor management in retail stores and businesses within the UK. This paper evaluates research conducted across 12 major UK retail stores and explores the maturity of their visitor and contractor management process. Delving into limitations of current processes and the benefits of new ones.

In times like these, your business needs to discover as many ways to save money that is possible, especially as buyers limit their spending as times get tough.

Discover a process that has proven to save retailers millions of pounds just by correlating accurate contractor and supplier invoices using an efficient digital system and scrapping the paper book.

This paper will also enlighten you to ways of saving your business from breaching strict rules of the Health and Safety Act 1974, find out how your employees may be breaching GDPR regulations that you have not yet discovered and come across ways in which your business could be putting your visitors and contractors at risk when they enter your store,

.... but do not worry, we have you covered.

Unearth the solution to innovating the paper book process and ensure your business is saving every penny...because every little counts.

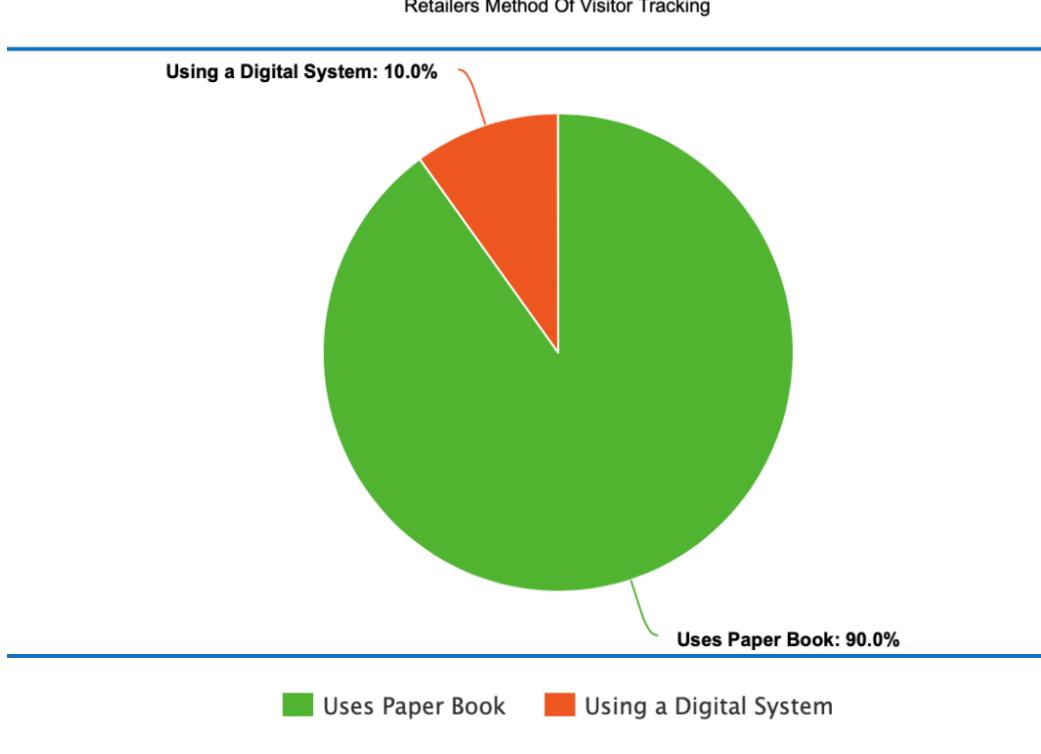
The Current Status of Visitor and Contractor Management in the UK

"It is not just the cost of the visitor book that retailers are losing when continuing with the paper process"

In a time of self-driving cars, robots that Hoover your home when you're away, the ability to see and speak to family members from across the world, and another year of innovation behind us, the world is becoming the future, yet visitor and contractor management has stayed the same for decades and the risks and lost opportunities that the little paper book brings to retail has been ignored and it is costing more than you think.

12 of the major retailers in the UK were asked what they used for their contractor and visitor sign in process (see figure 1). 90% of retailers still use paper sign in books and claim it is the only process in the store that has not been digitalised, but why when the world has so much technology evolving?

Figure 1 – Paper VS Digital



Many of the retailers using paper books, also issue a paper slip to the visitor or contractor as proof they have signed in and have been authorized to access to the building.

The paper slips are no bigger than a five-pound note and three out twelve retailers issue a slip which also contains important health and safety information - with the hope that the visitors and contractors read it and follow the guidance in event of an emergency!

Whether the visitor is a cleaner or a contractor, 100% of retailers stated that all visitor types, use the same sign-in process and are told the same safety information when or if they are verbally informed.

Over half of the store managers stated that when suppliers arrive at the building they are not required to check-in or be informed of the store's safety information and fire emergency procedures. Most suppliers park in an allocated area and they enter the store when carrying and delivering supplies.

Commonly Required Data for Visitor Sign-in

- **Permit to work**
- **Full name**
- **Phone Number**
- **Signature**
- **Manager Signature**
- **Badge No.**
- **Company**
- **Area Access required**
- **Reason for Visit**
- **Time in**
- **Time out**

Figure 2 – The Common Visitor questions

Figure 2 shows the most asked information in the visitor paper books. Whether the visitor is a cleaner, contractor, a colleague from another store or a general visitor they all must answer at least some of these questions on arrival.

All of the twelve retail stores require ID on arrival with a few requiring the contractors permit to work.

Stores tend to have two separate signs in books. One for maintenance and contractors and a separate general visitor book, containing only slight differences in information asked, however there are a few retailers that do not differentiate the sign in journey at all!

The information is either stored in a plastic wallet, a folder or a labelled book.

(See 'Risks' to find out how you or your business could be breaching the General Data Protection Act 2018)

Impact of the Pandemic

The world still holds a lot of ambiguity and uncertainty with the current economic climate in Europe. Before Covid, a pandemic and lockdown would have been thought of as unbelievable but here we are two years later still recovering. There is nothing to say the world doesn't hold more surprises for retailers and organisations, which will require efficient and reliable processes in order to keep your staff, visitors, contractors and customers safe.

Unfortunately, during the pandemic there was no solution available within the UK to help retailers monitor covid regulations amongst visitors and contractors. As you can imagine, supermarkets had to react quickly to changing rules, legislation and health and safety directives. Visitors and contractors onsite increased the risks to retail staff, especially since the nature of their business is one which requires multiple contacts across the region they operate within.

Ten out of Twelve of the main UK retailers that we spoke to explained that contractors and visitors were reminded of covid policies verbally on arrival by their customer service desk. Two out of Twelve retailers stated that contractors and visitors were only informed of the Covid rules if they were seen to be breaching them by a member of staff. Over half of the retailers discussed that they also rely on the contractor or cleaner companies to inform the individual of generic health and safety information when working in stores.

Every retailer interviewed stated that if a visitor or contractor came across a hazard or an incident that needed reporting, they must do this verbally by locating a store manager or an appropriate person. The stores did mention that any hazard reporting carried out by a contractor is most typically done once the contractor has completed their task, if at all. The visitors and contractors are not reminded to report hazards when entering the store.

Protect your business.

Serious infringements against GDPR have happened already due to the paper visitor process that retailers are using. More than EUR 50,000,000 since the law came into effect on May 25, 2018. It is time to limit the risks and limit the chance of human error that a one pen and many books are bringing to businesses and retailers around the UK.

According to a study conducted in February 2022, 62% of visitors out of 2000 asked, stated they look at who checked in before them or are exposed to other visitors' details when signing in, showing that retailers or businesses using a paper book are breaching principle 6. This principle also states that the data must be protected from loss or damage... well it is impossible to ensure the life span of a paper book, almost as impossible to find one visitor amongst thousands of papers (Principle 4, 5 & 7).

THE RISKS OF THE PAPER PROCESS

"62% of Visitors are putting your business at Risk"

Under Article 5, there are seven key principles businesses need to follow to ensure compliance with GDPR when collecting visitor and contractor data:

Seven key principles:

1) Lawfulness, fairness and transparency

The visitor must be clear about why they are providing such data and what the purpose is of collection. They must be treated fairly.

2) Purpose limitation

Data must be collected ***ONLY for the purpose stated.***

3) Data minimisation

Adequate, ***relevant and limited to what is necessary*** in relation to the purposes for which the data is processed.

4) Accuracy

Accurate and kept up to date, taking every reasonable step to ***ensure that personal data that are inaccurate or no longer beneficial to the purpose are erased*** or rectified without delay.

5) Storage limitation

Kept in a form which permits identification of data subjects for ***no longer than is necessary*** for the purposes of which the personal data is collected.

6) Integrity and confidentiality (security)

The data must be processed in a manner that ensures appropriate security of the personal data, ***including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage***, using appropriate technical or organisational measures

7) Accountability.

The specified controller responsible for collecting the data needs to be able to demonstrate compliance with principle one (Lawfulness, transparency and fairness).

"The Visitor Book is NOT exempt from GDPR Rules"

Figure 2 shows the standard amount of data collected from a visitor or contractor entering the building. As discussed in the current state the book containing hundreds of names, phone numbers and place of work can be easily misplaced or lost within a large supermarket breaching Principle 6 that ensures security of all data.

GDPR protects the privacy of everyday (EU) citizens and keeps businesses accountable for the enormous amount of information they collect. The visitor book is not exempt from the rules of GDPR. This means that your organisation is at risk if you're sticking to pen and paper process for visitor and contractor management.

According to the [European Data Protection Board](#), from May 2018 to January 2019, there were a reported:

- **95,180 complaints** to Data Protection Authorities under the GDPR
- **41,502 notifications** of data breaches
- **255 cases** of cross-border investigations
- **EUR 50,025,280** in fines issued under GDPR
- **23 out of 28 adoptions** of national legislation in EU Member States
- **300,000 mentions** of GDPR in the media, in 2018, compared to Mark Zuckerberg's 100,000
- **Higher Google search volume for GDPR** than that of Kim Kardashian and Beyoncé in May 2018

In 2020 a national retailer was fined half a million pounds for failing to secure information for 14 million people.

A spokesperson said:

"It is very concerning that these failures related to basic, commonplace security measures, showing a complete disregard for the customers whose personal information was lost.

The contraventions in this case were so serious that we imposed the maximum penalty under the previous legislation, but the fine would inevitably much higher under GDPR"

One large retailer that was interviewed, stated that they deployed a digital visitor sign in system. The system deployed may have ruled out the paper book for contractors and correlating invoices may have become easier, but these are the only two benefits their new system has, and there is more that simply cannot be ignored.

Normal visitors are still required to sign in via a paper book before being allowed access to staff areas or meeting rooms. This holds huge a GDPR risk for the company. (See Figure 5 & 6)

Figure 5 – GDPR Recital

"In order to prevent creating a serious risk of circumvention, the protection of natural persons should be technologically neutral and should not depend on the techniques used. The protection of natural persons should apply to the processing of personal data by automated means, as well as to manual processing." — GDPR Recital 15, General Data Protection Regulation

Figure 6 – Article 5.1 GDPR

Article 5.1(f) of GDPR states explicitly that personal data shall be "processed in a manner that ensures appropriate security of the personal data, including protection against unauthorized or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures."

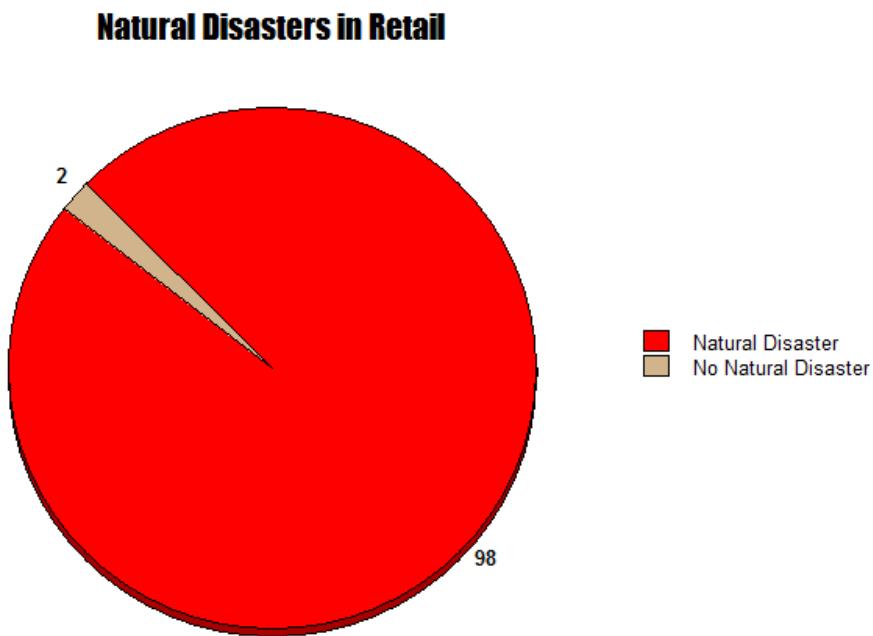
One of the most obvious disadvantages of this store only creating a digital system for contractors is that the paper visitor registry for regular visitors is out in the open for everyone to see.

There was a case in Australia where a young girl had signed in via the paper visitor book, to then be followed by a man who signed in after her. He was able to collect all her details including the phone number, full name and place of work resulting in the girl being stalked and holding the company liable.

“Fire away”

Firstly, paper itself comes with many risks. Natural disasters such as floods and fires are exceptionally good at destroying paper. God forbid a store was to flood or burn down over night, all visitor and contractor data including how many hours or shifts the store contractor completed last month would be lost, leaving the door wide open for contractors invoicing to go unchallenged as the store would have no way of checking as all data would be lost.

Figure 3 shows that only 98% of retail stores have experienced some sort of natural disaster since opening and it has proven to happen at least once in a store’s lifetime.



In May 2022, 150 people were evacuated from a large supermarket store in Birmingham due to a hazardous substance which caused shoppers to suffer breathing difficulties and be taken to hospital. The emergency services had to be alerted and shoppers were encouraged to evacuate the store by other members of staff putting them at risk.

Late September 2022 a large fire burned through a Birmingham supermarket into the flats above. 20 Firefighters were called to deal with a collapsed roof and shoppers and workers were evacuated.

Electrical sockets, dust, flammable areas and gas lines along with cigarette ignition from shoppers outside and fire safety training mishaps are major causes of fires within retail.

According to the government statistics for the year ending in March 2022, FRFs attended 5777,053 incidents which was an 11 percent increase compared with the previous year. Of these incidents there was 152,608 fires and 22,000 of them happened within the workplace.

The stores explained that when completing fire drills there is an allocated worker whose role is to collect the visitor book and then ensure that everybody that signed in has been successfully evacuated; however, since contractors get informed verbally about fire procedures, there is a risk the visitor does not correctly follow the evacuation process or greater still the possibility that they have left and have not signed out. This would result in much confusion and inaccuracy as the worker in charge of the visitor book desperately tries to pinpoint where the visitors are.

This would also put emergency services at risk in the event of a person not assembling at the correct point and there would be no written proof that the store informed the visitor of evacuation protocol. Section 3 of the Health and Safety Act 1974 states the duty of all employers and self-employed persons to ensure, as far as is reasonably practicable the safety of persons other than employees, for example, contractors, visitors, the general public and clients, and failing to inform these people of correct protocol leaves the store vulnerable to breaching this act.

When conducting this research, it took many of the stores over 3 minutes to allocate the visitor sign-in book or folder. In the event of a real fire this would put your employees at major risk as the seconds or minutes it takes to remember and collect the visitor book could impede their ability to evacuate the building swiftly.

The visitor slips that the visitors take for proof of entry sometimes contain a small section regarding health and safety protocols. This information is rarely read or acknowledged by the visitor who has been issued with the slip.

In the event of a fire or a flood the paper book could be easily destroyed, resulting in losing the record of previous visitors and hours completed by contractors. If not a natural disaster the book can be very easily lost or misplaced especially in the bigger stores where staff turnover may be higher. Of course, all visitor information held in books within each site location can be difficult or near impossible to correlate actual contractor attendance and maintenance work across with those reported on invoices.

“Paper costs how much?”

The number of visitors, contractors and the nature of their jobs means it is likely that many stores could be overpaying for services with no way to correlate invoices received with actual work carried out or time spent on site.

“A Hazard a day keeps the people away”

Hazard reporting within a store should be encouraged and repeatedly reminded. Failing to report a hazard could leave a store liable for any accidents that an employee, contractor or shopper may have. A wet floor, loose door or uneven broken surfaces could cost the business substantially.

Many contractors who identify a store hazard are dependent on being able to find an appropriate person to report it to, which means that many hazards may go unreported or consume additional contractor or employee time. As mentioned in the current status most stores admitted to not being notified about a hazard until the contractor leaves or not being notified at all. If only there was a way for contractors and visitors to send a message and a photo of the hazard to the entire store using only a click of a button!

“A Global warning”

In 2022 sustainability, environment and climate change has been the forefront of business strategies. Stores are still spending money investing in large paper consuming visitor books. 100% of retail stores still use these paper visitor books and with the large amount

of visitor, contractors and cleaners that enter the store the pages fill up quickly. Limiting visitor's books will become a target and it is time to make a change!

"Shelve-fish"

Accumulating more and more visitor books means stores having to find endless amounts of storage. Data which should not be dismissed due to the need to confirm contractor hours and to recall previous visitors, sit and collect dust over the years. Finding information amongst piles of paper data is an inefficient, time-consuming process for employees and it wastes valuable time which is a key reason why many stores do not have a viable means for validating contractor invoices.

Opportunities

Two Large Retailers In The UK Have Deployed Their Own Visitor Solutions

It seemed that during the research conducted that only two retailers have identified the need to improve and innovate their visitor and contractor management.

The only store network using a digital sign - in process was asked how creating a digital sign-in solution was identified and supported as a business priority.

The retailer states that data is not easily analysed or manipulated in a paper book.

The retailer who deployed their own platform identified an urgent need for a solution that was going to be less time consuming and more efficient; however, despite all the innovation and technologies available within the market there was nothing to appropriately replace the visitor paper book. The organisation invested heavily to structure their own simple solution which resulted in them saving significant amounts of money thorough increasing the accuracy of supplier invoicing. Subsequently there are still huge opportunities to improve the system further.

Benefits of Solution Deployed

- Accurate supplier and contractor invoicing.
- A record of contractor visits and the contractor profile containing company.
- information and required personal data.
- Personal data stored digitally.
- Evacuation alarm to alert contractors of an emergency
- Finger scanner to identify contractor.

Limitations and risks of retailers digital sign in system...

- No method of communicating to contractors through the system or contractors communicating to the store, cannot upload photos, see tasks or state they have completed their job.
- Not all the sites have the facilities for the digital system.
- It requires a finger scanner, opening the door for more GDPR risks (Figure 5 & 6) and covid risk.
- No automatic check out, therefore contractors can leave the store and forget to sign out.
- No way of pushing out safety information or communicating hazards. Contractors are not required to sign anything or read health and safety forms before being allowed to check in, putting the business at risk under the Health and Safety Act.
- No way of tracking visitors during an evacuation.
- Can send out an evacuation alert to contractors but not general visitors.
- Initial capital cost for hardware and installation. Which can run into thousands of pounds.
- Ongoing software development and maintenance costs.

Only one other retailer has identified the urgent need to innovate their visitor books and make the process more efficient due to admitting to being overcharged for contractor hours. Unfortunately, they have not been as successful in deploying such an efficient digital solution. Their system still requires all visitors and contractors to sign in via a paper book and no health or safety information is displayed while they do.

The manager then inputs the data into a computer system sending the personal data to head office who then finalises contractor invoices.

Inputting the contractor and visitor data into their digital system means they are following GDPR guidelines that personal data is best of stored digitally, however imputing the data manually comes with risks.

Benefits of the second Digital Solution

- Storing data digitally resulting in organised and accessible data.
- Head office are aware of contractors and visitors throughout the stores and the data can be easily accessed.
- Correlating contractor hours made easier.
- Limits risk of breaching GDPR guidelines due to data stored digitally.

Limitations of the second Digital Solution

- Created more work for the manager due to having to input the data at the end of every day or after every visit.
- Increases the risk of manual mistakes. The trouble is that the names can be hard to read and check in times are not always accurate or to the nearest hour.
- Does not eliminate the GDPR risk of other visitors seeing other visitors' personal information.
- Solution still relies heavily on the “paper book process”

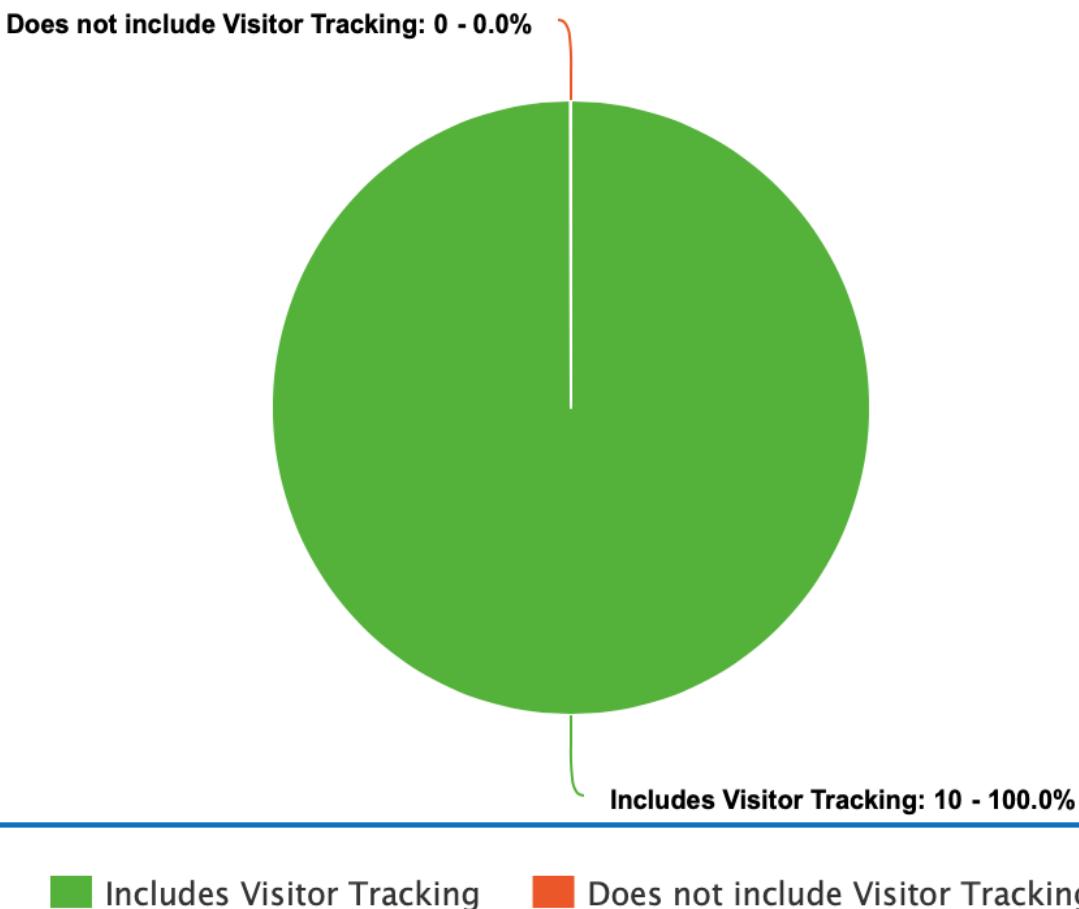
Have you ever seen a neat visitor book?

10 Current Solutions

There are 10 company's attempting to tackle the need for a digital visitor and contractor solution, however they do not seem to meet the needs of retailers...

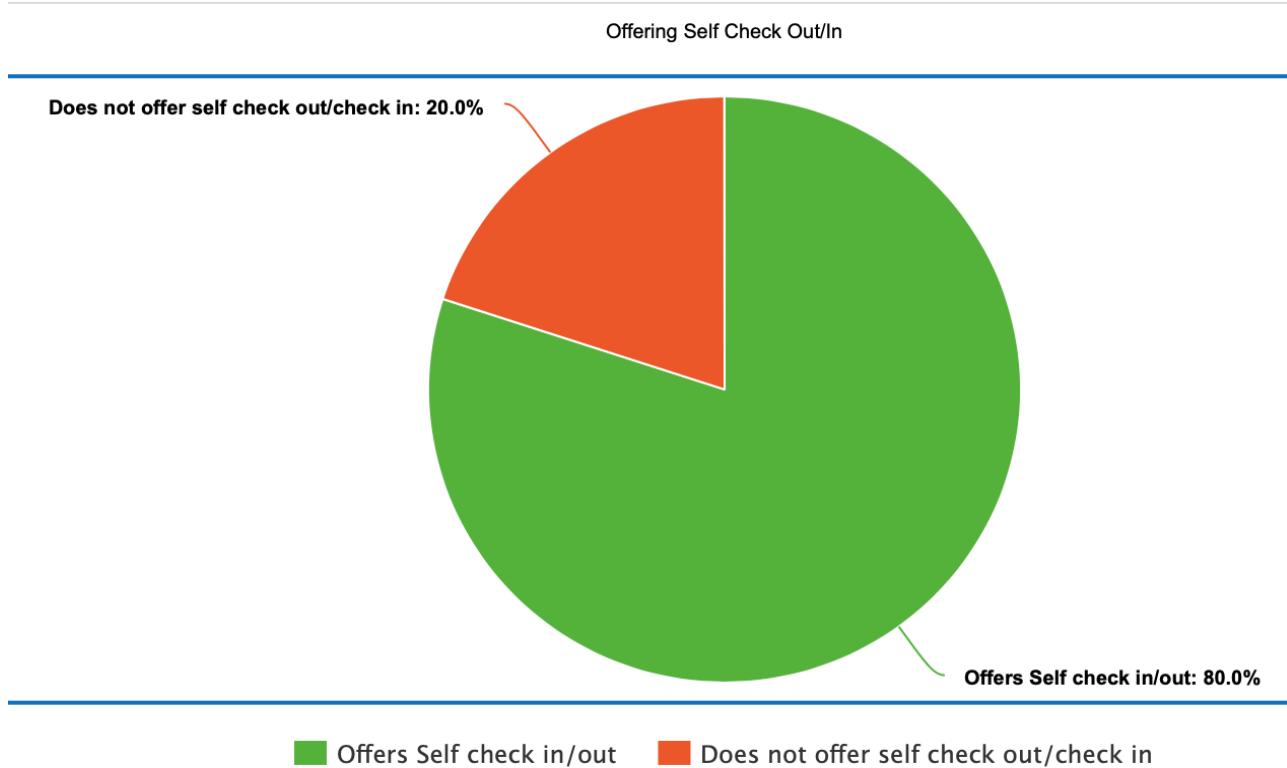
100% of solutions attempting to tackle visitor management have recognised that visitor tracking is a key necessity for businesses.

Figure 4 – Digital Visitor Management solutions



20% of solutions that have not recognised the crucial benefit of digital self check -in/out.

Figure 5 – Digital Visitor Management solutions including self check-in/out

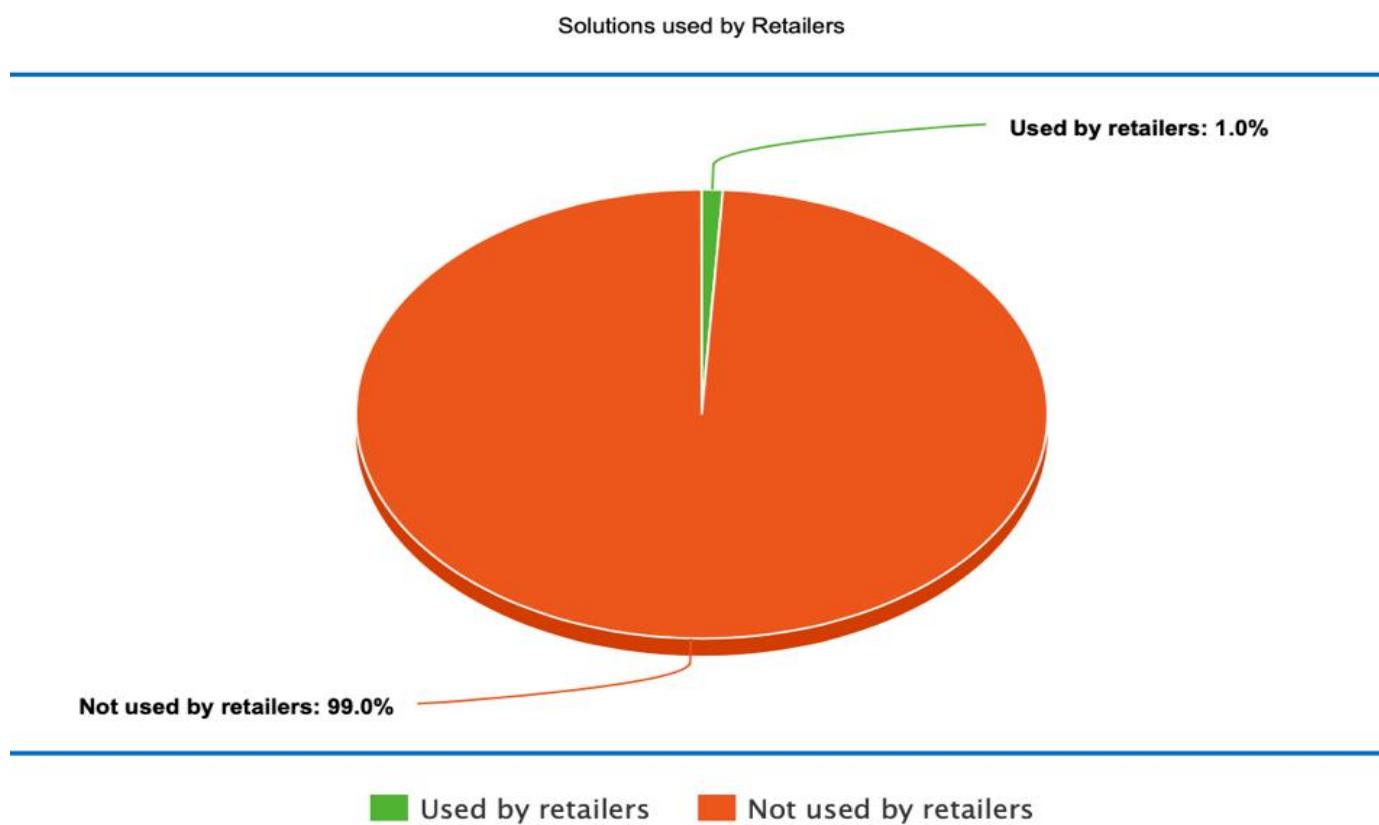


Considering there are 10 main evolving visitor management services around the world why have retailers and other stores struggled to find a visitor tracking solution to suit them?

Could it be that most solutions offer a very broad range of services, perhaps they include services that retailers don't need?

Current Visitor Management Solutions used by Retailers in the UK

Figure 6 - Digital Solutions supporting Retailers in the UK



The Solution

The only Solution used by retailers is the solution that this paper is presenting to you.

It has been successfully utilised in Australia for 6 years and customers include retailers such as Woolworths now VIStrek is being launched into the UK.

Woolworths and VISShop

"Woolworths performance has increased 95% since using VISShop"

- Woolworth has 2,500 sites under VISShop management and 60,000+ visitors per week
- All induction credentials are checked upon check in at each store improving safety compliance
- Non-compliant companies and individuals have been removed from the system and are no longer allowed to service the Woolworth stores
- Contractor actual time worked versus billed time is monitored and managed through VISShop and this has resulted in Woolworth saving a significant amount of money.
- All paper forms used with contractors have been digitalised and this has led to productivity gains and the ability to view real time data
- Punctuality for daily cleaning contractors and trolley collecting contractors has improved resulting in an increase in high performance.

VISShop which provides visitor management services to over 4,000 retail stores in Australia have developed a comprehensive platform that includes:

- Company on boarding.
- An induction and site management services.
- VISShop has technology that has been developed to remove any friction from visitors entering retail stores.
- VISShop provides a critical safety communication platform.

Features of VISShop

The following is a feature set analysis of the current in-house built solutions deployed in two retail stores versus the current VISShop platform.

<u>Feature</u>	<u>VISShop</u>	<u>Other solutions</u>
Geo-fenced location and automatic check out	Yes The geo-fence can be made bigger or smaller depending on site size or requirements for check in.	No
Unique persona journeys for each visitor or contractor	Yes	No
Digital Sign-In	Yes Via VISShop App	Yes Only for contractors via iPad in store using finger scanner. General visitors sign in via paper book
System contains profile of Individual contractors containing personal information	Yes	Yes
Allows for communication between store staff and contractors and live hazard reporting	Yes Contractors or visitors can upload photos of work completed or hazards found to be shared with the store and other visitors	No Hazard communicated verbally
Ability to upload tasks for contractors	Yes Tasks can be shared for contractors to view	No
Health and Safety information displayed at digital check in	Yes can be signed digitally in order to be allowed to check in	Told Verbally if at all
GDPR compliant	Yes	Yes
Covid Tracing function to identify risks	Yes	No
Provides Safety inductions for different classifications of contractors and suppliers	Yes	No suppliers and contractor companies induct their own staff on how to keep safe while working
Evacuation Alarm and live tracking showing where every visitor is in the building and if they have evacuated the building successfully	Yes Comes up with a map of the site showing individual pins displaying the location of each visitor or contractor	Yes and No Only has the ability to issue an evacuation to contractors. No live tracking or communication

Industries that use and benefit from VISShop include:

- Facility Management
- Residential Construction
- Retail
- Aged Care
- Hospitality Commercial Construction

Visit <https://www.vistrak.co> for more information on the visitor and contractor management solution VISShop.

Learn more about the individual solutions VISShop offers and more about the industries VISShop supports.

Conclusion

It is clear to see from the research conducted that visitor and contractor management is a process that retailers, and other industries should innovate and invest in.

VISShop helps save money and take more control of people entering stores, not only for the benefit of the business but also to ensure the security of others.

One of the main benefits **VISShop** users experience is the ability to correlate accurate invoices and save up to millions of pounds a year.

Retail staff interviewed state that they experience the pressure of reminding contractors and visitors of safety information every time they work

The worker responsible of emergency fire procedures is under a lot of pressure to remember the visitor paper book in the event of an emergency as well as escorting and locating shoppers and other workers, putting themselves and the business at risk.

VISShop removes all liability and pressure that hold staff and retail businesses accountable for the safety and security of others.

VISShop also helps businesses ensure they are always protected from breaching GDPR regulations and the strict rules of the Health and Safety ACT 1974.

One large retailer stated that there is nothing on the market in the UK suitable to control their visitor and contractor management. This shows that there is a viable need to launch **VISShop** in the UK and ensure the safety of more shoppers, staff, contractors, suppliers and general visitors.

Contact VISTrak now for more Information

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