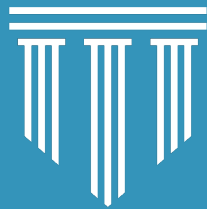


StaffSafe® Case Study

We had the privilege of working with StaffSafe® on a business growth assignment

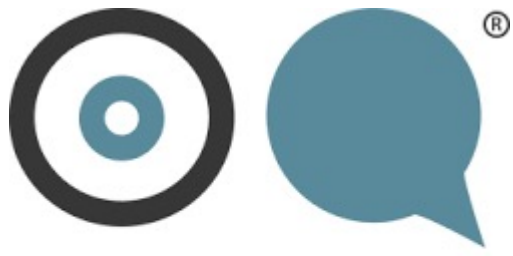


SHARPSTONE

STRATEGY • PEOPLE • CUSTOMERS

STRATEGY
PEOPLE
CUSTOMERS





StaffSafe

Intervention | Interaction | Assurance

StaffSafe® has over 20 years' experience in keeping staff, property and customers safe and, over this time, has become established as the go-to partner for retailers and businesses seeking to protect their frontline staff and customers in high street and business environments.

StaffSafe®'s unique security solution protects people and assets through real-time, two-way verbal and visual connectivity, deterring anti-social behaviour, shoplifting and criminal activity. Covert triggers, in the premises or worn on the body, rapidly connect with a 24-hour monitoring centre where highly trained and experienced staff take control of the situation.

StaffSafe®

Over a year...

- ✓ Installs over 6000 Systems
- ✓ They speak with 1m Retail Staff
- ✓ They reassure staff in stressful situations over 100,000 times
- ✓ They intervene in over 13,500 disturbances
- ✓ They resolve over 12,500 incidents of antisocial behaviour
- ✓ They escalate over 7,000 serious incidents to the police across the UK

StaffSafe® is at the centre of daily security and the welfare of their clients' staff, customers and premises.

Contact StaffSafe®

Telephone: 01387 951130
Email: info@staffsafe.co.uk
Web: www.staffsafe.co.uk



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As you know our mantra is to Work with Ambitious Companies to Drive Sales Growth

StaffSafe® is such a company

What was the requirement for StaffSafe®

- ✓ Understanding a Vertical Market
- ✓ Value of the Vertical Market
- ✓ Potential Customers - Segmentation
- ✓ Existing Customers - Segmentation
- ✓ Validation of Opportunity
- ✓ Cleansed Data ready to contact
- ✓ **READY TO USE DATA**

How did we approach this?

- ✓ Acquired the Data
- ✓ Segmented and Market Sized
- ✓ Deep Dive into the Data
- ✓ Cross Reference vs. Company House
- ✓ Cross Reference ownership groups
- ✓ Validate site Data
- ✓ Identified Key Personnel
- ✓ Presented back Clean Data ready to be used in business strategy

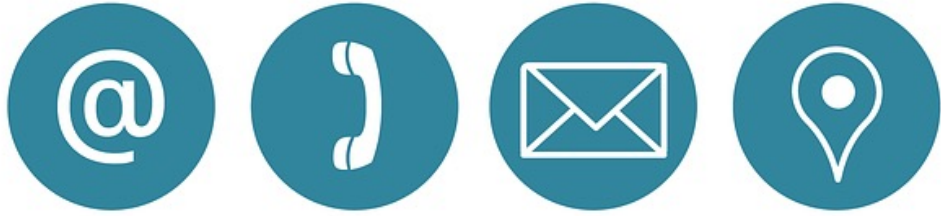
Results

- ✓ Accurate picture of Vertical Market
- ✓ Simply Presented Data Ready to Go!
- ✓ Clarification of who to talk too, but just as importantly who not to talk too.
- ✓ Confidence and Detail Accuracy
- ✓ Massive Time Saving opportunity – meaning efficient and effective market approach.



Just one of our solutions to support the growth of ambitious companies...





Contact Us

Email: hello@sharpstone.uk

Web: www.sharpstone.uk/our-aims



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At Sharpstone we –

Work with you to support your business in your growth aspirations, it may be a conversation or a project or you may engage us on a long term basis as the partner for growth within your organisation.

Contact us for a:

- ✓ Without Obligation Conversation and Recommendations.
- ✓ Guaranteed Return On Investment
- ✓ Clear and Direct Feedback
- ✓ Support