



CRIME DETERRENCE PROGRAM

*An overview of
7-Eleven stores' program
to provide a safe shopping
and working environment*

More Than 30 Years of Research

Store-Personnel Training Programs

Timed-Access Cash Controllers

Bright Lighting Inside and Outside

Safety Programs

Surveillance Camera Systems

Business Knowledge Partners

7-Eleven is America's neighborhood food store, bringing convenience into the lives of millions. As part of its commitment to the communities it serves and its neighborhood store employees, the company has put in place one of the most comprehensive crime-deterrence programs in the convenience store industry.

7-Eleven developed and implemented its robbery and violence deterrence program in 1975-76, based on research interviews with convicted robbers. The program has been continually reviewed and updated. 7-Eleven's crime-deterrence program is based on four primary components of; visibility into and out of the stores, lighting, effective cash control, and store-personnel training. Additionally, 7-Eleven has installed video surveillance systems in its stores.

“OPERATION ALERT” TRAINING

7-Eleven corporate-store employees and new franchisees participate in a multimedia training program and are supplied with comprehensive resource materials on crime deterrence and violence avoidance.

The program, called “Operation Alert”, includes information on security procedures, proper store maintenance, violence avoidance and recommended behaviors for managing a robbery or other potentially violent encounter.

The training emphasizes the high value the company places on the safety of all 7-Eleven store personnel and customers, and 7-Eleven's no-resistance philosophy toward robbery. At 7-Eleven, the safety of store personnel and customers is more important than protecting the company's money or property during a robbery.

THE “FISHBOWL”

Research indicates that robbers do not like stores that are brightly lit, with store employees and cash registers clearly visible from the street. That is why 7-Eleven puts the cash register in the front of the stores and keeps windows in front of the sales area free of signs and merchandise so police and others can see inside. It's called the “fishbowl” effect because store employees are on display for passers by, including police, to see. As part of a nationwide remodeling program, the company installed even brighter interior and exterior lighting.

TIMED-ACCESS SAFES

Research also shows that keeping less than \$50 in the cash register deters 80 percent of potential robbers. Most robbers say the “risk” is greater than the “take” for that small amount of money.

Under the program, 7-Eleven store employees are instructed to keep no more than \$50 (\$30 at night) in the cash register. Signs inform would-be robbers that less than \$30 is kept in the cash register after dark and that the store employees cannot open the safe. All 7-Eleven stores use a Timed-Access Cash Controller to keep a minimal amount of money in the register yet still serve customers efficiently.

One section of the timed-access safe contains a locked drop-safe where large bills and checks are deposited by the store employee. Another section dispenses change (coins or bills) only at predetermined time intervals.

STATE-OF-THE-ART VIDEO CAMERA SYSTEMS

7-Eleven has spent millions of dollars to install and maintain state-of-the-art video camera systems and alarms in its stores nationwide. The system includes a 24-hour, closed-circuit video camera and a high-resolution color monitor - mounted in clear view of the guests. The alarm system includes fixed and remote-activator devices.

FACTS

The robbery rate at 7-Eleven stores has decreased since 7-Eleven's robbery deterrence program was implemented in 1976.

7-Eleven is recognized in the convenience store industry and by many law enforcement agencies as the first major retailer to institute a formal crime deterrence program nationwide.

7-Eleven's Operation Alert Training Program has been certified/approved in several states.

HISTORY OF 7-ELEVEN'S ROBBERY DETERRENCE PROGRAM

1975 - The Western Behavioral Sciences Institute, in conjunction with 7-Eleven stores, conducted a robbery deterrence study with a grant from the U.S. Department of Justice. In the test stores, robbery deterrence measures recommended by robbers were implemented in order to determine their impact on crime. These steps included training store employees in robbery deterrence, reducing available cash and removing signs from store windows. The result was a 30 percent decrease in robberies in the test stores.

1976 - A six-month follow-up study in Houston indicated the same 30 percent decrease in robberies. The message was that robbers steal for cash, and if stores reduce their cash availability and publicize it, they can deter robberies. The robbery deterrence program - including training for store employee, cash management, additional field staff security managers, posters, signs and decals - was adopted companywide.

1980 - 7-Eleven began installation of timed-access cash controller safes in its stores. This equipment better controlled the security of cash and limited the exposure during a robbery event.

1985 - 7-Eleven supported a survey by Athena of armed robbers in prison. The results indicated robbers still looked for the same things in stores targeted for robbery - cash availability and visibility into and out of the stores.

1991 - One part of a three-part study by the National Association of Convenience Stores showed robbery decreased in the first year after installation of high-resolution, closed-circuit television systems and alarms.

1993 - 7-Eleven began nationwide installation of closed-circuit television systems and alarms in its stores as part of its nationwide remodeling program.

1995 - Athena conducted new research of armed robbers in prison to update its 1985 study, which indicated robbers still looked for the same factors.

1996 - 7-Eleven completed a nationwide installation of closed-circuit television systems and alarms in its stores. The company updated its robbery deterrence/violence avoidance program for store personnel training.

2003 - 7-Eleven supported a survey by Athena of teenage robbers to see if the younger robbers looked at things differently than the adult robbers. The study found that they look at the target and security measures in essentially the same way, with escape route and money being the most important factors.

2004 - The Operation Alert training program was updated including computer-based training for all stores.

2005 - 7-Eleven began installing new safes with high-speed bill acceptors and additional security and accountability features.

2007 - "Operation Alert" training, including visibility, lighting and cash control, was reemphasized in all of its stores.

2012 - "My 7-Eleven" safety poster program launched to educate stores on guest and personnel safety and all about robbery prevention awareness.

2012 - 7-Eleven began its upgrade of the location camera systems with state of the art digital recording and upgraded cameras.

2014 - 7-Eleven launches Remote Video Viewing at all locations by franchisees. This tool allows the franchisee to view their location remotely.

2014 - LawEnforcement@7-11.com was launched with the purpose of providing support to federal, state and local law enforcement agencies across the country. The AP team provides investigative insight, point of sale data and surveillance video as it pertains to any crimes that occur against 7-Eleven, franchisees, store operators, employees or guests while on store property.

Hotline
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