

SENSEON ENHANCES MERCHANDISE SECURITY AND CUSTOMER EXPERIENCE FOR PRESTIGIOUS JEWELER

This case study is based on an actual Senseon customer. Names and location have been changed to preserve the client's anonymity.

Wolfe & Bronson, a celebrated Los Angeles jeweler, sought a proven secure access solution after its prior locks failed to live up to promises. In addition to superior protection, Wolfe & Bronson wanted a system that would preserve its store esthetics and improve customer experience.

Wolfe & Bronson chose Senseon Secure Access.

SOLUTION

The Senseon Secure Access system enabled W&B to secure its custom sliding door display cases, while at the same time enabling the store to lock its concealed drawers.

ADVANTAGE

Senseon electronic locks delivered greater break-force protection than W&B's prior locks, while also simplifying key management and authorized access to merchandise.

BENEFIT

W&B enhanced the security of its merchandise cabinetry while also streamlining operations. Improved customer service and operations, in turn, improved revenue.

CHALLENGE

Wolfe & Bronson, a jewelry design and retail company, suffered a major theft at its Los Angeles store in 2016. After observing how staff accessed merchandise, a thief posed as a customer and gained entry into a magnetically locked display case and made off with a \$20,000 diamond.

Disappointed with the failure of its existing merchandise locks, Wolfe & Bronson's general manager was determined to find a solution that met three essential criteria:

1. Enhance merchandise security & theft-prevention
2. Be hidden within the store cabinetry
3. Be easy to use

BACKGROUND

Jewelers Gustaf Wolfe and Edgar Bronson opened their first store on Los Angeles's Sixth Street in 1935. Despite opening in the midst of the Great Depression, the two jewelers found astonishing success among the city's upper-class thanks to a combination of superb craftsmanship, unique Art Deco design, and excellent value. By 1937, the jewelers opened branches in Beverly Hills and Pasadena. As of 2016, the company remains exclusive to these prestigious markets.



SOLUTION

The Senseon system meets all of Wolfe & Bronson's criteria and more:

1. Senseon takes only minutes to install.
2. Because the Senseon system is concealed, there is no visible hardware to affect fixtures' clean design.
3. Senseon simplifies key management, as well as expedites staff access to merchandise.
4. The Senseon system's Auto-Relock feature means that an application will be secured even if a sales associate forgets to re-lock it.
5. Senseon is a fail-secure system: A jewelry cabinet will remain locked and the merchandise secure in the event of a power outage.

RESULTS

Senseon enabled Wolfe & Bronson to improve the security of its merchandise, improve customer service, and enhance its flagship store's unique design. Wolfe & Bronson's longtime cabinet-makers were able to easily install the Senseon system into all the store's fixtures in just minutes. Additionally, Senseon allowed staff to have quicker access to contents than ever before. W&B has since announced plans to implement Senseon into its Beverly Hills and Pasadena locations.