Key Control Efficiency through Digital Resources
David's Bridal's Loss Prevention Team Is Unsurpassed in "Doing More with Less."

In late 2014, David's Bridal's loss prevention team was reallocating internal resources and projects and felt that they needed to focus on improving their key management program. They looked for a program that would centralize management controls on keyed access for 300-plus stores nationwide. The program needed to provide visibility of key holder assignments while saving expense on the number of rekeys taking place. InstaKey's KeyControl® program was selected and implemented for all stores in 2015.

The program's unique combination of digital management resources and lock hardware technology improved the overall efficiency of the lock-and-key program and has allowed the LP team more time to focus on other vital job functions.

Embracing the Digital Resources

Loss prevention and operations began by utilizing a revolutionary Digital Site Survey (DSS) process to collect each store's lock hardware imagery. Store managers utilized the camera on their portable tablets to capture images of existing locks and doors. These images were uploaded through the DSS application into InstaKey's cloud-based SecurityRecords.com® software. This simple digital process saved David's Bridal significant time and labor costs that would have otherwise been incurred by arranging for locksmith services to conduct the surveys.

Joseph Flynn, director of loss prevention, referred to InstaKey's Digital Site Survey process as a "seamless exercise" for store management. "The entire process took less than ten minutes for each store to complete—it's just that simple." As a result, stores were converted in a quicker turnaround time with improved installation accuracy. It also reduced upfront data collection costs and time-on-site installation concerns.

Joseph Flynn

After installation, the LP team implemented InstaKey's Digital Key Holder Update feature that allows stores the ability to assign keys to key holders also through their portable tablets. This improved tracking of keys at store level provides visibility for the LP team to remotely audit key holder data and compliance. "The digital key holder application helps me to maximize my time, so I can focus more on managing LP responsibilities versus managing our locks and keys," said Michelle Wallace, loss prevention manager.

Michelle Wallace

Rekeyable Lock Technology Speeds Up Store Efficiency

InstaKey's simple rekeyable lock technology has also contributed greatly in maximizing productivity for store management. "With InstaKey, the total time invested to help a manager rekey their store is now a few minutes as compared to a process that used to take us hours," Michelle Wallace expressed. "And our safety and security is immediately restored," she continued. InstaKey's Rekeying Kits are kept in each store's safe for emergency rekey events. Store managers and associates can now perform a rekey themselves in the event of a lost, stolen, or unaccounted-for key and no longer have to wait for locksmith services or changing of any hardware. And if keys are returned, there is no need to rekey. "With these improved practices in place, I will probably be retired by the time the locks need to

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be changed out," said Flynn jokingly.

InstaKey's client partnerships are developed through open communication of goals, execution, and satisfaction. InstaKey is more than a lock vendor, as they charter to provide resources for each client to customize key control solutions designed around the client's return-on-investment goals. The LP team's goals to reduce management, perform at improved efficiencies, and provide simplified key control practices at store level have resulted in better time and resource management for themselves and their operations.

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