



RALPH LAUREN



# **Solution Innovation Case Study:**

**Managing and Mitigating Workplace Violence Risk  
by Deploying Preventative Personal Safety and  
Security APP Solution**

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The Security Executive Council (SEC) Solution Innovation Partner (SIP) program evolved to help security practitioners expedite choosing a trustworthy risk mitigation vendor with confidence given the myriad of viable options in the marketplace. Proven Solution Innovation Case Studies help to evaluate performance claims and differentiate security solution providers for business outcomes including risk mitigation, return on investment, and security assurance.

This case study focuses on efforts by an SEC client to reduce workplace violence and associated costs. It is estimated that workplace violence costs reach up to \$300 billion a year in the USA and as much as \$2,000 per employee. By deploying preventative personal security solutions powered by AI, 24/7 Personal Security Agents can now respond in seconds via an app on employee's phones.

This case study demonstrates that it is possible to reduce workplace violence costs significantly. Our client partnered with Bond, an innovative personal security platform, to help their organization more effectively and efficiently ensure just-in-time protection and peace-of-mind for employees in ways that were previously not possible. Uniquely, this solution also provides personal health, safety and security and peace of mind outside of the client's retail stores and corporate buildings when employees commute or are on the job.

### **Risk Issues and Mitigation Opportunities:**

The client, Ralph Lauren (RL) Corporation, is a global leader in the design, marketing, and distribution of luxury lifestyle products in five categories including apparel, footwear & accessories, home, fragrances, and hospitality. The company has corporate facilities in New York City, New Jersey, and North Carolina as well as retail stores throughout the United States, Asia, and Europe. Their Security team was looking for an innovative, flexible solution that met or exceeded key expectations:

1. Addressing the increasing risk of workplace and other violence. RL estimated that 80% of workplace violence incidents impacting their people were caused by customers and other non-employees.
2. Overcoming the systemic limitations of 911, wherein most alarming situations are either "too early" to dial 911 (since it is not yet an emergency) or "too late" (since it is too risky or there is not time to complete the call). The solution allows the end-users to seek immediate attention well before a situation reaches the severity threshold of a 911 emergency.
3. Enhancing the safety and security and peace-of-mind of its members 24/7 even when they are working or outside of the organization's facilities (commuting, conducting business away from the facility, on personal time, etc.), thus reducing instances where business activities are disrupted due to unsafe areas or times.
4. Reducing costs associated with lost work time due to workplace violence by mitigating both frequency and severity of workplace violence incidences. These include violence that could occur during an employee's commute to and from work.
5. Enabling brand reputation as an employer of choice attracts and retains talent by minimizing fear of crime and cases of violence against associated employees and locations.

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6. Reducing actual insurance costs and claims reserves due to instances of workplace violence.
7. Mitigating voluntary turnover churn of employees due to perceptions of an unsafe work environment and associated costs by improving the overall perception of safety and peace of mind amongst employees.
8. Delivering a brand promise to improve workplace violence mitigation with a solution that would be locally available, affordable, smart-phone-enabled, and effective around the clock. This included operational requirements criteria that 85% of all calls for service to be answered within 5 seconds; and that the service would orchestrate, coordinate, and provide oversight for security and management personnel for hundreds of facilities across the region.

**Solution Requirements:**

1. 24/7 threat mitigation or prevention-capable, on-demand and monitored security services for individuals-at-risk when outside of organizational facilities.
2. Address the “personal safety and security gap” – allowing employees to seek attention in cases that have not yet risen to an emergency, because often by the time a situation is dire it is typically too late to seek help.
3. Always-available, professional security response personnel, who are trained at addressing safety and security situations (not just dispatchers who connect the end-user with 911), with scalable service to aid hundreds of thousands of individuals within a directed response time-based service level agreement. These personnel can detect the problem, intervene, guide, potentially deter an assailant, and then orchestrate local security resources and first responders if necessary.
4. On-demand monitoring technologies to detect and locate a potential threat for immediate evaluation to then allow the Command Center Security Agents and/or security organization to potentially defuse, mitigate, monitor, or prevent the threat or escalate response by others.
5. Facilitate discreet or overt situational risk communications for security service requestors, facility personnel and with the central governing organization’s need-to-know awareness.
6. Assured privacy of the organization’s people and stakeholders since employees are less likely to adopt if their privacy is not protected. Specifically, RL believes that a sense of privacy cannot be provided to the employees if the employer provides the services.
7. Proven practice track record with over 70,000 cases handled, including life-saving situations.
8. Budgeted cost less than \$100 per-user per year.
9. Personal Security as a Service (PSaaS) is easily accessible, responsive, and affordable protection through a mobile app with adoption rates over 25%.
10. A key success factor for RL is that a minimum of 25% of informed employees will in fact adopt the solution (in contrast to the prevailing industry rate of 5% adoption of 3rd party security apps).

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### **Delivered:**

Bond's solution has been implemented across some of RL's facilities and is already producing positive results:

- Effective Virtual SOC services have enabled streamlined, ROI-capable communications and coordination to more effectively resolve security related matters that arose at institutions during the past several months.
- Improved safety and security certainty. Bond's services have been used thousands of times over the course of the engagement, including when employees faced uncertain situations and needed immediate assistance.
- Over 40% of employees informed about the solution adopted the service, more than 10x the average of other security services.
- Security as a service is on budget through the first year requiring no additional capital investment or setup costs.
- Qualified Virtual SOC agents have been available at SLA response times and provided professional services of a preventative nature.
- RL employees have voiced great satisfaction regarding the Bond solution and their enhanced sense of safety and security and peace of mind.

### **Outcome and Benefits of Service Including ROI:**

1. Initial pilot adoption by RL was to provide Bond services to support RL staff for a multi-million dollar sales event. Without Bond, the full complement of staffing would not have been achieved.
2. Bond's Personal Security as a Service approach reduced Total Cost of Security Operations Center (SOC) Ownership by 80%, relative to the alternative of establishing a SOC, licensing technologies, training security agents, and providing 24/7 set of services that are currently provided by Bond.
3. The triaging of incidents by Bond has freed up a significant amount of time by the RL Corporate Security team, who would have been the initial first point of contact for these situations.
4. Enhanced safety, security, and peace of mind for security personnel, staff, and end users. The solution was deployed in mid-2020. Bond met all SLAs and was able to address unique situations whereby Bond's Personnel Security Agents were deployed in real-time to protect a member of the organization.
5. Simplified the onboarding process and eliminated all start-up and operational training costs required when procuring and operating technology.
6. Scalable and flexible to adapt to evolving threats, people's needs and economic conditions.
7. Data privacy-protected 100% (including fact that services are not administered by own organization but by a 3rd party)
8. High end-user satisfaction scores -
  - a. Bond's agents stay on the line with a user until the user is comfortable to disengage the call.
  - b. Bond's agents are not incented to maximize the number of interactions with users but to ensure they are safe and comfortable by the end of every interaction.

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**SIP Case Study Authentication Process**

This process was overseen by a Security Executive Council subject matter expert with 20+ years of experience in developing and leading people and asset protection programs as a trusted security advisor for global, multinational organizations. **Client end-user authenticated September 2023.**

End User Testimonial *“Through the implementation of Bond, we have elevated the psychological well-being of our Associates. Not only has Bond enhanced the protection of our team members, it has also contributed to improved employee engagement. All the while, it positions Ralph Lauren as a preferred destination for talent.”*  
Shawn Segers | Head of Asset Protection & Store Facilities, North America - RALPH LAUREN

Note: *The Security Executive Council's Solution Innovation case study represents a snapshot in time to demonstrate a solution to a specific organization's issue. End-user diligence, trial and measurement are strongly recommended for any contemplated risk mitigation activity.*

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### A General Comparison of Competition

Vendors:		Bond	Leading guard/bodyguard vendor	Leading travel security vendor	Leading Critical Event Mgmt. vendor	Leading University Campus Security App vendor
<b>Services &amp; Capabilities</b>						
<b>Type of Safety &amp; Security risks and situations addressed</b>						
A	Employees "on the go" outside of Institutions' buildings	Yes	No	No	No	Some
	Lone workers engaging 3rd parties in stationary settings	Yes	Some	Some	Some	Some
	In transit: commuting, on the job, driving, public transportation	Yes	No	No	Some	Some
	Medical emergency	Yes	Some	Some	Some	Some
	Fall detection	Yes	No	No	No	No
	Crash detection	Yes	No	No	No	No
B	International travel	Yes	Some	Some	Some	No
C	Safety & Security for family members	Yes	No	No	No	No
D	Employees Working From Home (WFH)	Yes	No	No	No	No
<b>Services &amp; Solutions</b>						
<b>Preventative</b>						
A	Live Human Monitoring by Personal Security Agents	Yes	Yes	Yes	Some	Some
	Video Monitoring	Yes	No	No	Yes	No
	Audio monitoring and assistance	Yes	Some	Some	Yes	Some
	Chat	Yes	No	No	Yes	Some
B	Live AI monitoring (detection of risks)	Yes	No	No	No	No
	Mobility tracking: route, pace, patterns	Yes	No	No	No	Some
	Put vendor on standby: effortless pressure-release-activation	Yes	No	No	No	No
	On demand security checks: time, mode, escalation options	Yes	No	No	Some	No
	crash detection	Yes	No	No	No	No
	Fall detection	Yes	No	No	No	No
	Wellness (vital signs) activation	Yes	No	No	No	No
<b>Reactive</b>						
C	Orchestration of Assistance	Yes	Some	Some	No	No
	Body guards	Yes	Yes	Yes	No	No
	Roadside assistance	Yes	Yes	Yes	No	No
	Car Service (pick up and transportation)	Yes	No	No	No	No
	Telemedicine	Yes	No	No	No	No
	Mental assistance	Yes	No	No	No	No
	Domestic violence assistance	Yes	No	No	No	No
D	Orchestration of First Responders (911)	Yes	Yes	Yes	Yes	Yes
E	Virtual SOC as a Service (for clients who have no SOC)	Yes	No	No	No	No
F	International Travel Risk Management	Yes	No	No	No	No
<b>Reactive</b>						
	Reach-out and orchestrate relevant first responders	Yes	Yes	Yes	No	No
	translation services	Yes	Yes	Yes	No	No
	Have own SOC available and active	Yes	Yes	Yes	No	No
	Medical assistance locally	Yes	Yes	Yes	No	No
	Medical evacuation	Yes	Yes	Yes	No	No
	Extraction	Yes	Yes	Yes	No	No
<b>Preventative</b>						
	Guidance and assistance (like concierge)	Yes	No	No	No	No
	Live Monitoring: video	Yes	No	No	No	No
	AI based Monitoring: mobility, security checks, standby	Yes	No	No	No	No
	Bodyguards	Yes	Yes	Yes	No	No
	Transportation	Yes	Yes	Yes	No	No
	<b>Intel:</b> Strategic (generic) info about destination country	Yes	Yes	Yes	No	No
<b>Capabilities &amp; Benefits</b>						
A	Privacy	Yes	Yes	Yes	Some	Some
	Data privacy & security tech & processes	Yes	Yes	Yes	Yes	Yes
	3rd party "confidant" (like physician or therapist vs your boss)	Yes	Some	Some	No	No
B	Personal Security <b>As A Service</b>	Yes	No	No	No	No
	zero setup costs	Yes	No	No	No	No
	same day deployment	Yes	No	No	No	No
	TCO reduction (up to 70% saving)	Yes	No	No	No	No
	Can offer virtual SOC service for clients	Yes	No	No	No	No
C	Corporate Security As A Service (for SMEs)	Yes	Yes	No	No	No
	Offer virtual SOC as a service	Yes	No	No	No	No
	Offer (fractional) CSO as a service	Yes	No	No	No	No
	Comprehensive Risk Assessment	Yes	Yes	No	No	No
	Physical facility security	Yes	Yes	No	No	No
	Cyber Security Assessment	Yes	Yes	No	No	No
D	Premium Security Consulting Services	Yes	Yes	No	No	No
	Comprehensive physical security assessment	Yes	Yes	No	No	No
	Deployment of best-of-breed 3rd party solutions	Yes	Yes	No	No	No
	Government grade Cyber Security Assessment	Yes	No	No	No	No
	VIP Assessment, planning and securitization	Yes	No	No	No	No
	Secure phones	Yes	No	No	No	No

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See other case studies and learn more about the SIP Program here:  
[https://www.SecurityExecutiveCouncil.com/about/solution\\_innovations.html](https://www.SecurityExecutiveCouncil.com/about/solution_innovations.html)