



Skyguard and Domino's Pizza... Working Together

Imagine you're a pizza delivery driver. You've been sent to an address down a poorly lit alleyway. Suddenly, you're confronted by a gang of youths demanding money, pizzas and threatening violence – armed with a weapon.

This was exactly the kind of problem that faced David Kelly, Domino's Pizza's National Loss Prevention and Security Manager when he first joined the company - an increasing trend towards pizza delivery drivers being robbed and assaulted, particularly in city centres and housing estates.

Domino's delivery drivers travel alone, often on mopeds, so when they're confronted by a gang of youths threatening violence, they adopt the company's policy of not resisting and handing over the pizzas. Often, the aggressors also demand money from the rider. However, they carry minimal amounts as many orders are paid online or via credit card. This leads to frustration from the attackers which in turn can lead to assaults being carried out.

David says, "At the time it was classed as low-level crime by the Police; however it had a massive impact on the business. Delivery riders would come back to the store traumatised and subsequently led to low morale amongst staff. It was damaging."

David also had to combat another terrifying problem faced by their commissary drivers. There have been occasions when the driver, who is delivering to the stores - often alone, is confronted by an aggressor demanding the store's safe to be opened. The drivers do not have access to the safe and subsequently leads to annoyance from the aggressor and the situation escalates. There has even been an instance where an assailant has kidnapped the driver after a failed robbery and demanded that they drive to a secluded location for the attacker to get away. A highly-traumatic experience.

Seeking a solution to these two growing problems, David approached one of Skyguard's Business Associates who recommended their service. Skyguard provides lone-workers and vulnerable individuals 24 hour assistance in an emergency, using GPS-enabled devices that link to their UK-based Incident Management Centre (IMC).

(continued overleaf)

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DOMINO'S PIZZA'S MANAGER OF
LOSS PREVENTION & SECURITY



Upon receiving an alarm activation, the IMC controllers immediately know who has activated the alarm and their exact position. The controllers will listen in to what is happening and alert the authorities depending on the situation. The delivery drivers also have a duress word to alert the controllers if an emergency escalates.

David says, "The staff know that if they activate the alarm, there is someone there listening in. They can use their device if they feel that they're uncomfortable with any situation – something that they cannot do with the 999 system. It's the reassurance that they are not alone."

Skyguard's IMC controllers also have the ability to bypass the 999 system and speak directly with the relevant Police control room. The benefits were immediately apparent to David.

"The problem with the traditional 999 system is you would have to tell them who you are, where you are, spell it out... which takes too long, by which time the offenders have long gone."

Domino's began trialling five Skyguard's MySOS devices – a key fob-sized personal safety alarm equipped with GPS technology, in one of their London stores – where staff have been known to be robbed numerous times, even in the course of just one shift. The five MySOS units can easily be shared between employees as Skyguard's system is flexible enough to allow multiple users of a device. Staff at the store were immediately impressed.

"Feedback has been very positive. The staff feel like it's become a real aid to protect them" says David Kelly. "Using Skyguard, the Police's response has become a lot quicker."

Speaking about Skyguard's support, David says "Skyguard listens to us and what our needs are. The units and service are adaptable enough to what our business specifically requires."

The result: David is recommending the MySOS device be used across all 630 Domino's stores to protect their delivery drivers. He has also recommended Skyguard's service to other members of PAPA – the UK's trade body representing those in the pizza, pasta and Italian food industry.

What's more, Domino's commissary drivers have been issued a MySOS device and now every driver from their three commissaries in Milton Keynes, Penrith and Naas, Ireland are protected and covered by Skyguard's service.

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