

# Retail Safety Hints: The proof is in the video replay...

The Patriots won the Super Bowl because they had more Angels on the field which was my Expert observation. As an Expert Witness for Retail liability case, assisting Liability Attorney's across the country, I have trained my eye to observed. So what did I take away from the Super Bowl?



I learned that things happen fast. Accidents in Stores occur in a flash and in either of the above cases, Video is the best reference to determine the *Who, What, Where, When, Why*.

**1. Who**-Patriots, **2. What**-Ball is in Edelman's hands, **3. Where**-Ball is not on the ground so it remains alive, therefore ruled a fair catch.

Unlike football, customers do not have helmets, padding, or other protective devices to keep them from receiving significant injury should they slip, trip, or engage with product while shopping. It is the job of the Expert Witness to evaluate the rules, protocol, procedures of the retailer in which an accident occurred and make an important determination.

Through the use of reviewing store surveillance video, I have found that the answer is usually obvious. The question being did the retailer take every precaution, within reason, to provide a safe shopping venue for their guest customers. The answer is revealed on video when a customer takes an inappropriate action while shopping or the store allowed a hazardous condition to remain unresolved beyond an industry standard of time.

It is my opinion that upper management at store level should review video often to confirm that employees are following well documented training manuals and procedures at all times. Training is on going, store staff have many responsibilities and often product becomes the priority and safety is ignored. The store staff should not consider this a negative practice but a means to insure customer safety as the company priority 24/7. Seeing is believing and you have to sell a lot of product to offset a \$50,000 law suit. So look to the replay to make the right call to save a person from major injury to themselves.