



### B.E.C.K.I. is your Virtual Asset Protection Manager

A go-to source for all things Asset Protection. BECKI provides support and guidance in these key areas:



1. Business Solutions



2. Education



3. Communications



4. Knowledge



5. Intelligence

# Agenda



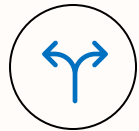
Think Tank Concept



Background , Purpose, Impact



Confluence Platform and Information Management



Testing, Rollout



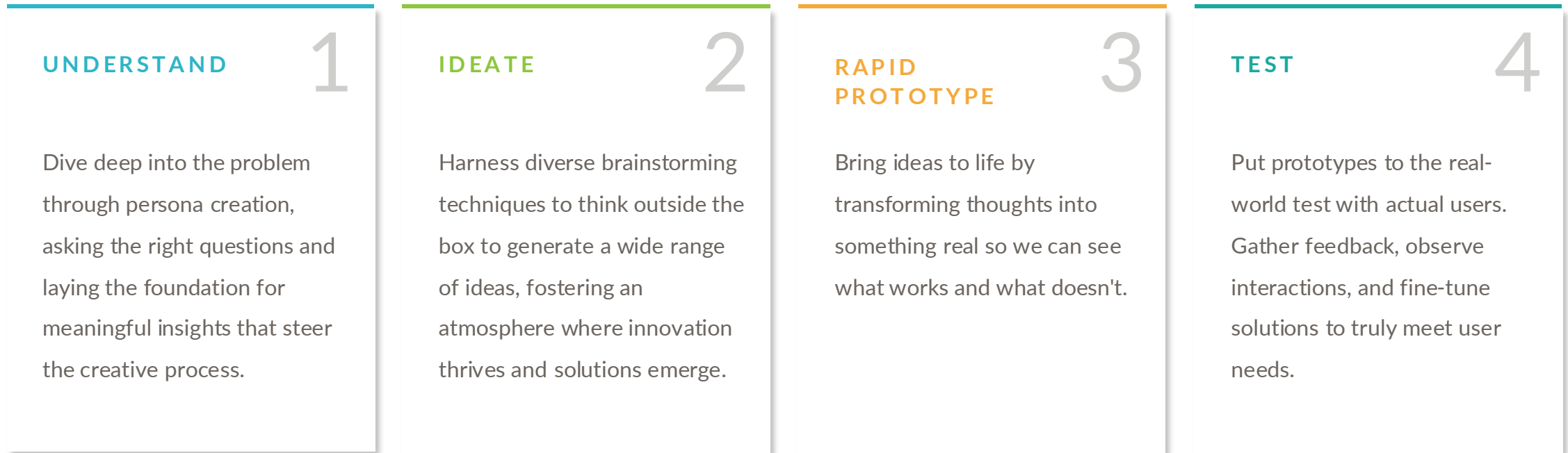
Future Vision

# EssilorLuxottica



# The CONTROLTEK Method of Design Thinking

A human-centric, non-linear, iterative process — starting with people and ending with solutions tailor-made to suit their needs.



# A structured, *human-centered* approach

CONTROLTEK facilitated a two-day Design Thinking Workshop with Luxottica's Asset Protection Team — empowering participants to tackle real operational challenges through creativity, collaboration, and iterative problem-solving.

## **Empathy First**

Persona crafting and "Day in the Life" exercises to understand user pain points and motivations

## **Collaborative Ideation**

Rapid Fire Ideation, Idea Grouping, and Effort-Impact Mapping to generate and prioritize solutions

## **Action-Oriented Refinement**

Translating ideas into project roadmaps and executive summaries with clear ownership and next steps

## **Built-In Accountability**

Team members volunteered as Steering Committee members to ensure solutions move from workshop to reality



# Understanding the Challenge & Generating Solutions

## CHALLENGE STATEMENT

*"How do we create a safe, enjoyable working and shopping environment for our customers and staff?"*

## 5 SOLUTIONS IDENTIFIED

01

### Associate Safety App

AI-assisted incident reporting, scheduling, and theft prevention

02

### AI Integration

Automating operations, AI-driven entry systems, customer safety

03

### LE App

Law enforcement response tech, AI alerts, video integration

04

### Tech to Safeguard Products

RFID, facial recognition, luxury customer experience enhancements

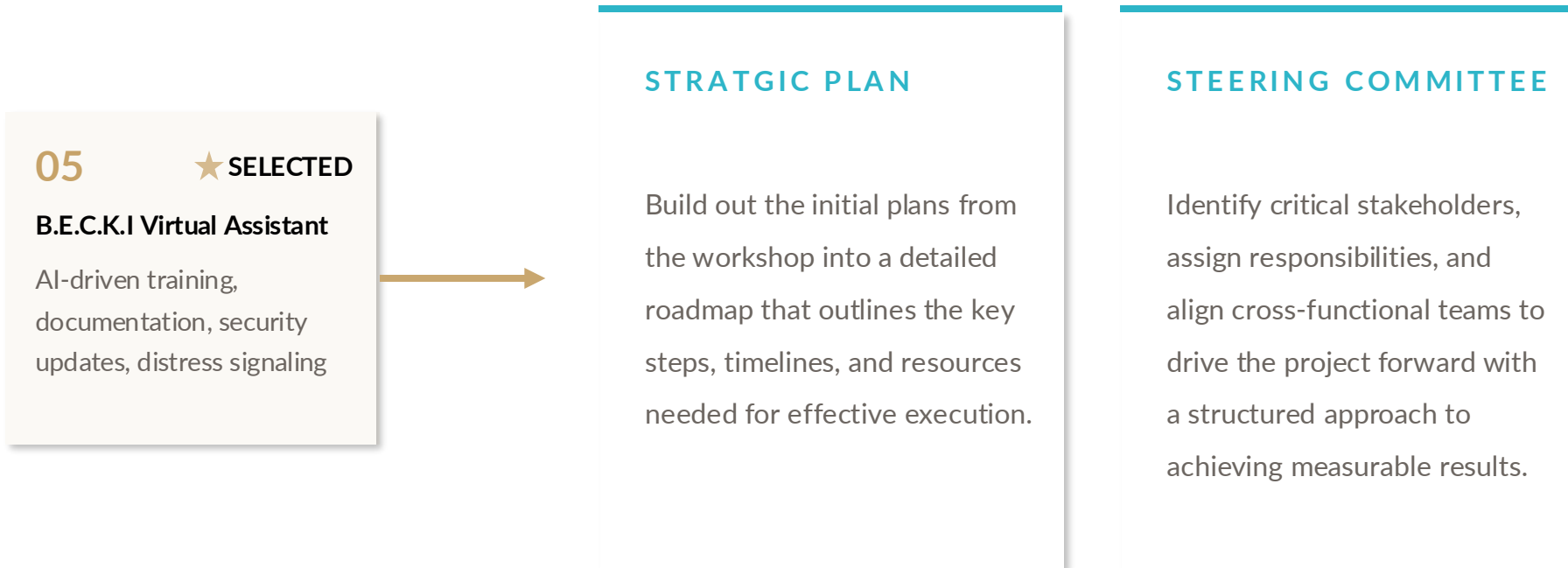
05

★ **SELECTED**

### B.E.C.K.I Virtual Assistant

AI-driven training, documentation, security updates, distress signaling

# The Design Thinking Process *doesn't end* with the workshop...



# Background and Purpose of Initiative

## Problem

Associates unsure of correct policies and procedures or where to quickly find answers. Leading to calls to AP field teams and / or incorrect execution.

## Solution Purpose

Designed as a single source for Asset Protection queries and strengthen safety through consistent, scalable information.

## Strategic Impact

Supports safety, operational excellence, and workforce efficiency by simplifying information access.



# Confluence Platform and Data Management

- Blake Smith met with Confluence team to understand steps needed to launch B.E.C.K.I.
- Cross functional team created: Blake Smith, Kristen Phillips, Patty Gill, Michael Kahrig, Brock Root, and Anthony Pflieger and Kym Price.
- All team members secured access to Confluence platform to assess capabilities.
- Tasks assigned to team members within Confluence platform.
- Aligned on narrow scope of information – AP only.
- Reviewed and revamped relevant material.
- Cross functional team tested B.E.C.K.I. for accuracy.
- Additional material added to drive to better responses.

# Testing and Rollout



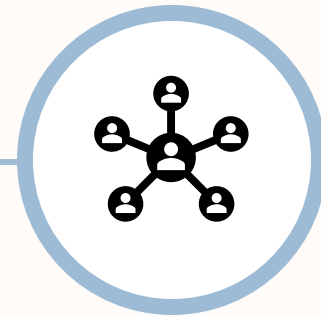
## Internal AP Test

Access granted to AP team.  
Team requested to test B.E.C.K.I.  
Revision created.



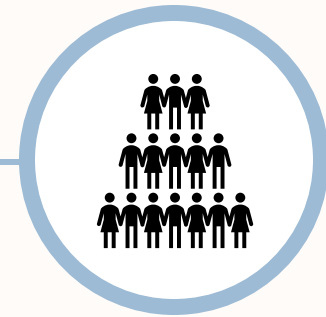
## Oakley Focus Test

B.E.C.K.I. rolled out to focus locations.



## Oakley Brand Rollout

Scheduled for **TBD**



## LNRA Rollout

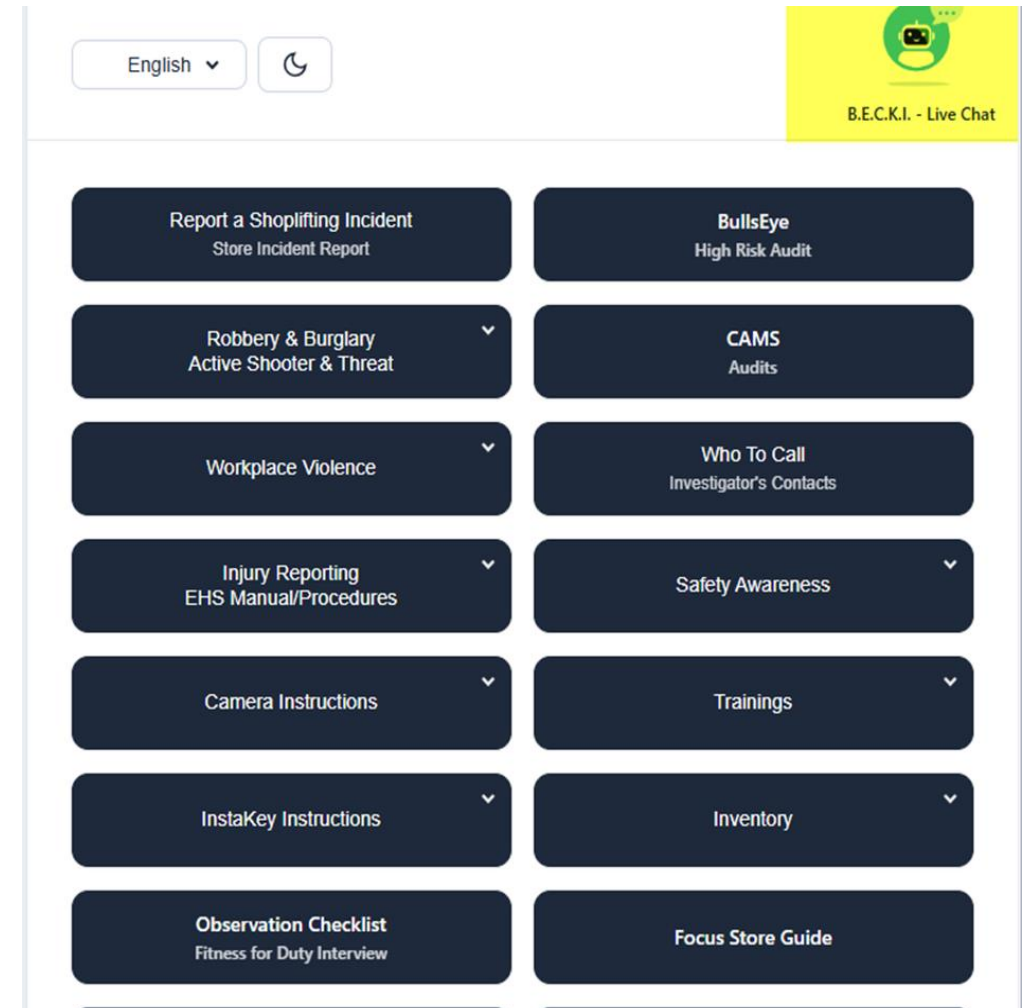
Finalize Oakley brand test before end of Q2.  
Align with all brands for go live date.

# Future Vision

- ✓ B.E.C.K.I. icon housed on AP Toolkit
- ✓ Ensures standardized guidance
- ✓ Supports consistent policy execution
- ✓ Integration with other AI Chatbots such as Maxine

*“The difference between the impossible and the possible lies in a person’s determination.” Tommy Lasorda*

## APToolkit



# Questions?