



# **ELEVATE THE CUSTOMER EXPERIENCE WITH SEAMLESS COMMUNICATIONS**

**IMPROVE SERVICE, INCREASE EFFICIENCY AND  
PRODUCTIVITY, AND EXPEDITE FULFILLMENT**



# CREATE AN ENGAGING EXPERIENCE FOR EVERY SHOPPER

Retailers are under greater pressure than ever. They must do more with less on tight margins while they evolve their technologies. Their staff must be well-informed and well-coordinated in their stores, armed with the right information to satisfy customers.

Whether it's a question about a product or a request for a different size, shoppers expect retail associates to be empowered with accurate answers and attentive service. Above all, stores need better technologies to deliver a seamless experience for shoppers to keep them coming back.

When retailers create an engaging experience, they turn interactions into transactions and occasional buyers into loyal brand advocates.

82%

shoppers say  
"customer service"  
is their #1 priority  
in-store<sup>1</sup>

74%

retailers say an  
engaging in-store  
customer experience  
is business-critical<sup>2</sup>

72%

shopping-related  
walkouts result in  
lost sales<sup>3</sup>

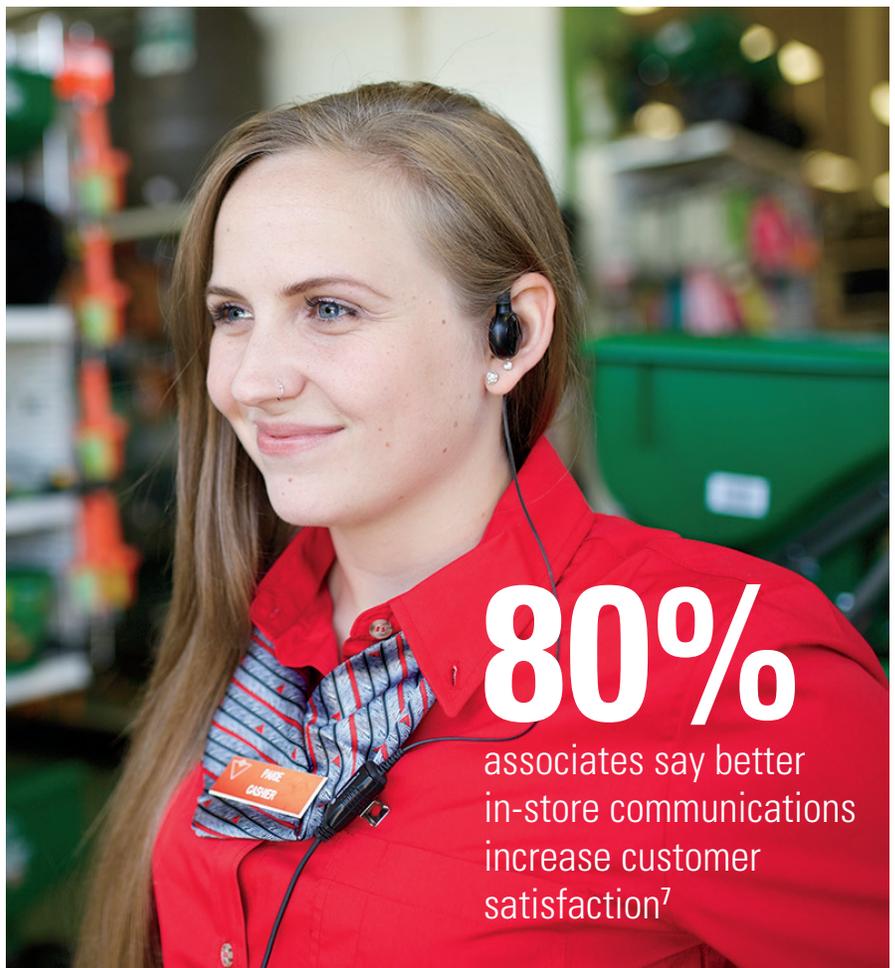


# CONNECT STAFF TO THE RIGHT COMMUNICATIONS FOR REAL-TIME INFORMATION

When retailers equip their stores with the right communications technology, they create a real-time flow of information between associates and managers. Rather than leaving a customer's side to search for inventory, staff can get the answers they need quickly and easily on the spot. If a spill occurs in an aisle, instead of broadcasting over an intercom or physically tracking down help, the right staff member can be alerted discreetly to resolve the problem.

By connecting employees throughout their establishment, retailers improve the quality of the experience and customer service while boosting sales. Shoppers agree – nearly 50 percent say technology-enabled associates improve their experience.<sup>4</sup>

Beyond the store, retailers know that the more efficient their warehouses and the more accurate order fulfillment, the greater the profits. The right communications are a key driver to turn inventory into revenue and turn shoppers into lifelong customers.



# **BUSINESS RADIOS FOR SMALL SHOPS TO LARGE STORES CONNECT STAFF TOGETHER INSTANTLY, CLEARLY AND DISCREETLY**

Motorola business radios are designed for the unique demands of the retail environment. Working with retailers around the country, we developed communication solutions that enable them to deliver a flawless experience for their customers.

Our business radios are engineered for optimal comfort, performance and image at an affordable price. They're small, lightweight and easy to use, with long-lasting batteries and flexible ways to wear. Clear, strong audio overcomes background noise so every word is heard.

Portability meets personality in our devices, too. Sleek and stylish, they are ideal for professional attire and store image, but so durable they withstand daily abuse. Flexible carry and charging options and diverse accessories, including wireless and discreet earpieces, fit the way staff work and interact with customers.



**“Retail is equal parts image and customer service. We make the Motorola business radios look as good as they function.”**

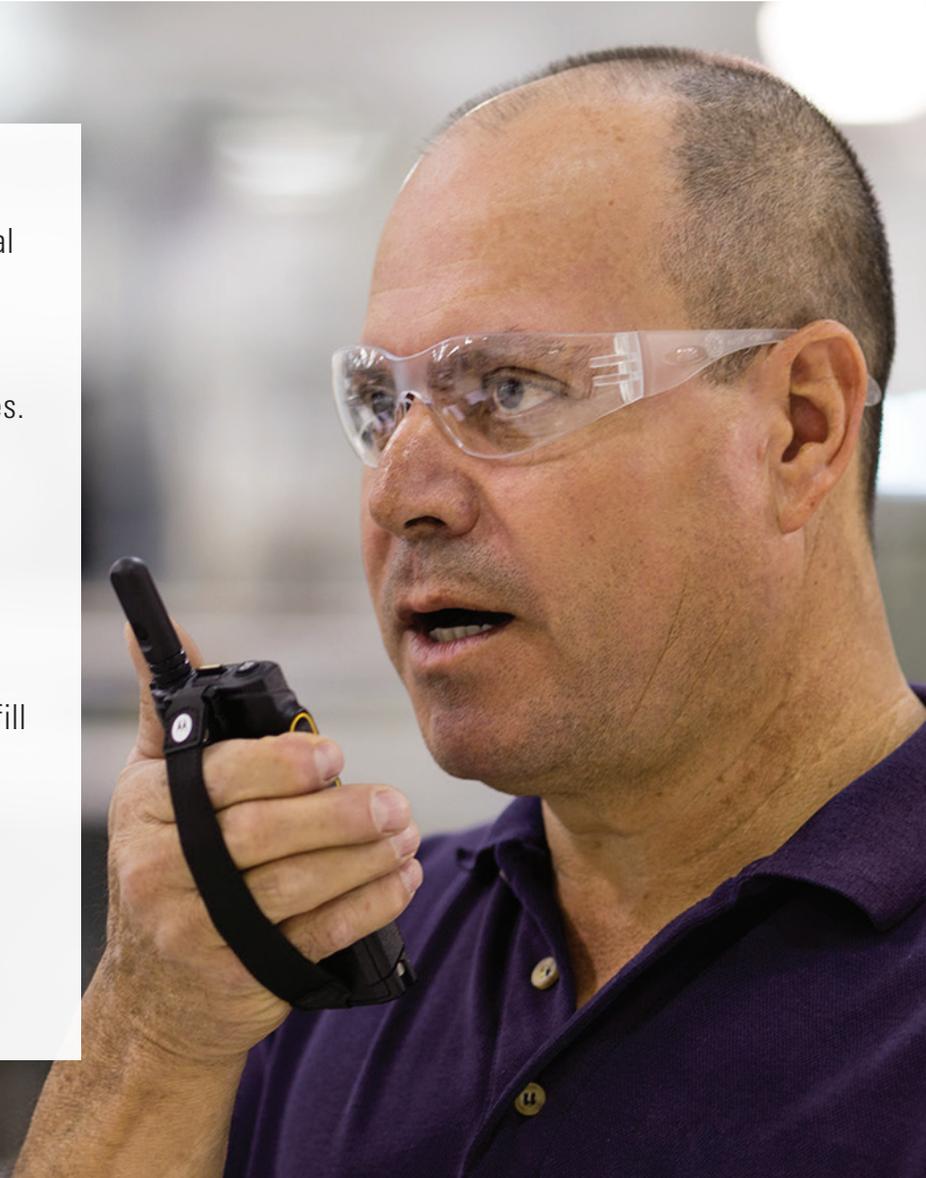
Motorola Design Engineer

# WAREHOUSES, MALLS AND LARGE RETAILERS COORDINATE AND COLLABORATE WITH REAL-TIME COMMUNICATIONS

The backbone of integrated retail communications is the MOTOTRBO™ digital two-way radio platform. This complete, flexible and adaptable solution includes two-way digital radios, accessories, applications, systems and support services.

MOTOTRBO seamlessly integrates voice and data to help store associates and warehouse teams coordinate and collaborate more efficiently and productively. You get reliable, real-time communications at the touch of a button to respond instantly to customers and fulfill orders flawlessly.

With a wide variety of solutions, you can count on clear communication in the loudest environments with MOTOTRBO – from the bustling warehouse to the busy store floor.



**“Communication of deliveries between stores, quick response to customer questions or product availability is where MOTOTRBO can really help improve store operations.”**

Motorola System Solutions Engineer

# MOTOROLA INTEGRATES IT ALL TO IMPROVE SERVICE AND SATISFACTION

Our extensive portfolio of communication solutions elevates service and improves customer satisfaction for large and small retailers. See how MOTOTRBO two-way radio systems and business two-way radios empower retail associates and transform operations.

## WAREHOUSE ENVIRONMENT WITH MOTOTRBO



A truck arrives at a warehouse. The driver uses his **MOTOTRBO CM300d mobile radio** to alert the warehouse team. A forklift driver hears him on his **MOTOTRBO CM300d** very clearly, even in this noisy environment.

The manager learns about the delivery via his **MOTOTRBO SL 7550 radio**. He sends a text message from his radio to team members. He can also communicate by voice and instruct them where to move the inventory.

A worker on his **MOTOTRBO SL300 radio** hears the manager. Since the radio has an active view display, he can change the channel by looking at it and find his team on channel 3 to coordinate and organize inventory.

## IN-STORE WITH BUSINESS RADIOS



A customer asks an associate if they have a special flavor of coffee in stock. The associate uses the Push-To-Talk (PTT) button on her **surveillance earpiece (HKLN4477)** connected to the **CLS1410 radio** to find out. Because the earpiece has PTT, she doesn't have to reach for her radio.



In the stock room, a clerk hears the request on his **CLS1410 radio**, checks inventory and says he will bring up the coffee. His **CLS1410** is so light, he can work long shifts in the stock room effortlessly.



The associate tells the customer **the coffee is on its way**. She shows her filters that enhance the coffee just as the clerk arrives. The customer puts the coffee and filters in her cart.



The store manager uses her **CLP1060 radio with Bluetooth®** to make sure the coffee is re-stocked. Because she is active, the **CLP1060** is ideal for keeping her connected without carrying a radio.

## ACE HARDWARE ELEVATES CUSTOMER SERVICE WITH MOTOROLA CLP RADIOS

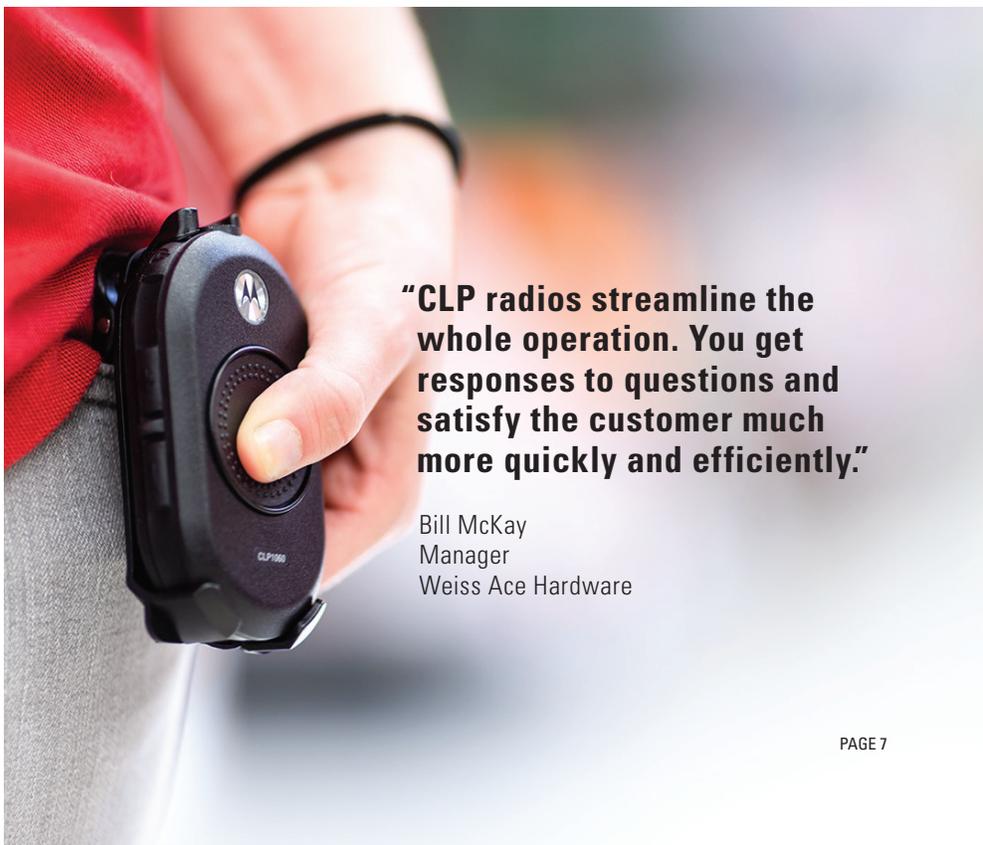
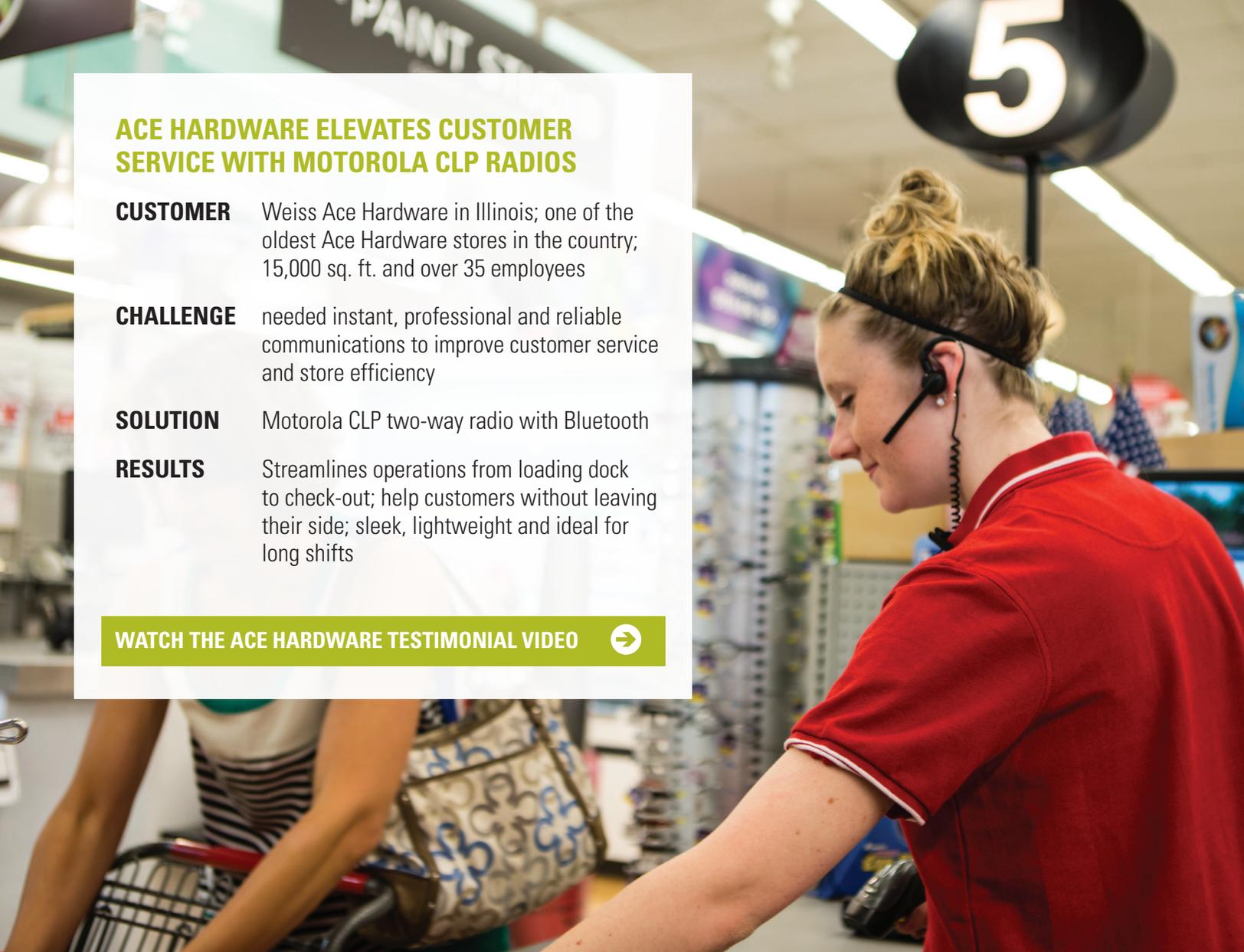
**CUSTOMER** Weiss Ace Hardware in Illinois; one of the oldest Ace Hardware stores in the country; 15,000 sq. ft. and over 35 employees

**CHALLENGE** needed instant, professional and reliable communications to improve customer service and store efficiency

**SOLUTION** Motorola CLP two-way radio with Bluetooth

**RESULTS** Streamlines operations from loading dock to check-out; help customers without leaving their side; sleek, lightweight and ideal for long shifts

[WATCH THE ACE HARDWARE TESTIMONIAL VIDEO](#)



**“CLP radios streamline the whole operation. You get responses to questions and satisfy the customer much more quickly and efficiently.”**

Bill McKay  
Manager  
Weiss Ace Hardware

# WHEN RETAILERS RELY ON MOTOROLA, THEY TRANSFORM CUSTOMER SERVICE

From the warehouse to the showroom, in small shops and large malls, Motorola is helping retailers work more efficiently and productively to elevate customer service and expedite order fulfillment.

Retailers worldwide are transforming their workplace with Motorola's unified digital communication solutions and expertly-integrated systems, applications, accessories and services.

Our retail solutions connect different teams, departments and facilities together to help your operations run smoothly and deliver excellent customer service.



## SOURCES

- 1, 2. Retail Horizons: Benchmarks for 2011, Forecasts for 2012, National Retail Federation and KPMG, LLC
3. Motorola Solutions Holiday Shopping Study 2012
- 4, 5, 7. Motorola Solutions Shopping Study 2014
6. "Five Ways you are Losing Retail Customers," Gary Edwards, October 11, 2013. Retailcustomerexperience.com

To elevate the customer experience with seamless communications, visit [www.motorolasolutions.com/retail](http://www.motorolasolutions.com/retail)

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