



# ELEVATE THE SHOPPING EXPERIENCE WITH SEAMLESS COMMUNICATIONS

**IMPROVE CUSTOMER SERVICE WITH  
WELL-CONNECTED AND INFORMED STAFF**



# 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>

Today's consumers have many choices when purchasing goods and services. This competition drives retailers to ensure that customers are satisfied with their buying experience the minute they walk through the door.



# CONNECT STAFF TOGETHER INSTANTLY, CLEARLY AND DISCREETLY



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



## DLR SERIES

The DLR radio has unique features such as flexible unique call options, license-free technology and extended talk range of 300,000 sq. ft.



## CLS SERIES

Connect your team easily with the CLS radio, a compact, lightweight and affordable on-site communication solution.



## CLP SERIES

Greet your guests with style and ease with the sleek, palm-sized CLP radio delivering professional and discreet communication.

## 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 radios 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 VIDEO](#)



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

Manager, Weiss Ace Hardware

## IMPROVE THE CUSTOMER EXPERIENCE WITH CLEAR, RELIABLE DIGITAL RADIOS

See why Canadian Tire®, Canada's largest retailer, went digital with the Motorola DLR Series.

[WATCH THE CANADIAN TIRE VIDEO](#)



# WHEN RETAILERS RELY ON MOTOROLA, THEY TRANSFORM CUSTOMER SERVICE

In retail, the shopper's experience is everything. It's how browsing becomes buying, customers become brand advocates and how retailers influence the purchase path. By seamlessly connecting different teams and departments you help your operations run smoothly, and provide excellent service to the customer the minute they walk through your door.

With Motorola's communication solutions you can engage with your shoppers and keep them coming back. Our radios and accessories have been specifically designed to meet the needs of your staff. Lightweight and discreet they ensure crystal clear and real-time communications and let you deliver exceptional 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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