



EFFECTIVE COMMUNICATIONS IN RETAIL

CREATING EXCEPTIONAL CUSTOMER
EXPERIENCES USING VOICE COMMUNICATIONS



WITH SO MANY WAYS TO BUY, PHYSICAL STORES NEED TO OFFER MORE IN ORDER TO AVOID BECOMING SHOWROOMS FOR THOSE PURCHASING ONLINE.

STAFF NEED TO BE AWARE THAT ANYONE WHO WALKS THROUGH THE DOOR IS VALUABLE AND SHOULD BE COURTED WITH AN EXPERIENCE THAT IS SIMPLY TOO GOOD TO REFUSE. THEY NEED TO PROVIDE A PERSONAL TOUCH THAT MAKES CUSTOMERS FEEL SPECIAL, BALANCING EVER-EVOLVING TECHNOLOGY WITH FACE-TO-FACE INTERACTION. THE CHALLENGE IS TO TURN BROWSERS INTO BUYERS AND GET THEM TO MAKE A PURCHASE WHILE THEY ARE IN STORE. THE QUESTION IS, HOW DO YOU DO THAT?



Shop floor advisors need to be empowered with better product knowledge, access to the latest stock information and clarity on pricing and promotional deals. They need to be part of a streamlined retail operation where everyone is connected, no matter where they work or what they do, so that when the customer needs advice, or a query answered, the response is immediate.

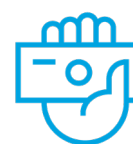
The secret is to provide your staff with an effective voice communications tool. One seamless and reliable solution that instantly connects the people you want, when you want them. With real-time communication, your entire operation works together as one team to give customers the service they expect.



**REQUESTS QUICKLY
SATISFIED**



**RECOMMENDATIONS
SWIFTLY MADE**



**CUSTOMERS EFFECTIVELY
CONVERTED**

WHAT IS TWO-WAY RADIO?

TWO-WAY RADIO IS A TECHNOLOGY THAT ALLOWS INDIVIDUALS TO KEEP IN CONTACT WITH EACH OTHER USING RADIO WAVES.

Each user is given a radio handset which sends and receives audio and data sent over these radio waves. A two-way radio system can be as simple as two radios connecting directly to each other, or as complex as an encrypted network that covers an entire country.



LICENCE-FREE OR LICENSED RADIO

YOUR CHOICE OF LICENCE-FREE OR LICENSED RADIOS WILL DEPEND ON THE FUNCTIONALITY YOUR TEAM REQUIRES AND THE AREA OF COVERAGE.

For small shops, you may be able to use licence-free radios. Licence-free radios use 16 frequencies reserved for radio-to-radio communications (PMR446) but these channels can become congested in busy areas such as town centres where multiple businesses may be trying to use two-way radio as well.

In these circumstances, or for larger facilities and multi-site operations, you will need to invest in a licensed system. Licensed systems provide dedicated channels for your operation which can start from one-channel in a small geographical area up to multiple channels spanning an entire country.

Motorola Solutions partner network exists to help you manage the licensing and installation of a larger system. We have partners all over the world who can get your system operational quickly and professionally allowing you to focus on running your business.



LICENCE-FREE

XT420 XT460 CLP446e

LICENSED

CLPe PLUS MOTOTRBO DP1400 MOTOTRBO SL1600

LICENCE-FREE

These radios are designed for smaller facilities where radios can communicate directly with each other and there are free channels in the licence-free range (PMR446).

LICENSED

Licensed radios can be connected with each other directly, or via infrastructure to increase the area the system covers. Some licensed radios offer data services alongside voice communications for an even more connected team.



IMPROVING TEAM RESPONSE WITH RADIO COMMUNICATIONS

YOUR TEAM IS MADE UP OF A DIVERSE SET OF PEOPLE SPREAD OUT ACROSS YOUR STORE. COMMUNICATION IN THESE SITUATIONS CAN BE DIFFICULT, ESPECIALLY WHEN YOU ARE TRYING TO ENGAGE A CUSTOMER.



STOCK ROOM

Those working behind the scenes can quickly assist their shop floor colleagues with information on stock levels or by bringing products to the front-of-house staff, ensuring the focus stays on the customer.



CASHIER

If a price check required, cashiers can quickly contact their managers or colleagues to get accurate information while continuing to assist the customer with the rest of their purchase, increasing the efficiency and speed of the team.





SHOP-FLOOR ASSISTANTS

Shop-floor assistants can keep focused on the needs of the customer while requesting the latest information on stock levels, promotions, and prices from colleagues located in other parts of the store.



SECURITY

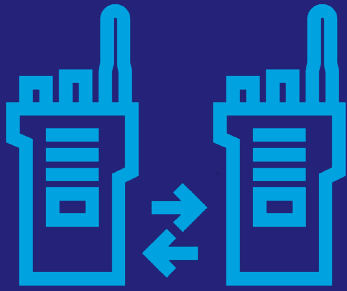
Security personnel can keep in contact with everyone working in the store, responding more quickly to concerns of colleagues and customers. Suspicious activity can be reported by any colleague to the security team, ensuring someone is always monitoring the situation.



MANAGEMENT

Managers can keep themselves informed, including staffing levels in different parts of the store, ongoing incidents, and assisting staff with queries. Managers can give all team members tasks as the needs of the store change, providing exceptional customer service in any situation.





REDEFINING RETAIL WITH TWO-WAY RADIO

MANY INCIDENTS CAN GET IN THE WAY OF DELIVERING GREAT CUSTOMER SERVICE AND ENJOYABLE EXPERIENCES FOR STORE VISITORS, BUT TEAMS UTILISING TWO-WAY RADIO COMMUNICATIONS CAN REDUCE THE IMPACT OF THESE PROBLEMS AND KEEP THINGS RUNNING SMOOTHLY.

SCENARIO: BRINGING STOCK TO THE SHOP FLOOR

SOMETIMES CUSTOMERS WANT A PRODUCT THAT YOU DO NOT HAVE ON THE SHOP FLOOR. HOW CAN YOU GET THE CUSTOMER'S REQUEST FULFILLED WHILE ENSURING THEY STILL RECEIVE THE BEST CUSTOMER SERVICE POSSIBLE?

With two-way radios, a front-of-house colleague can ask for stock to be brought up from the stock room, minimising the time the customer spends waiting for their request to be fulfilled and ensuring that the customer is not left alone when they could potentially leave the store. Shoppers given this level of service are more likely to make a purchase and come back to receive the same treatment a second time.



SCENARIO: SPILLAGE

SPILLAGES AND BREAKAGES HAPPEN ALL THE TIME, BUT HOW DO YOU GET THE RIGHT TEAM IN PLACE TO DEAL WITH THESE INCIDENTS BEFORE SOMEONE HURTS THEMSELVES?

With a team using two-way radios, the nearest colleague can call for someone to assist with the cleanup, while ensuring no customers injure themselves, avoiding any compensation claims or health and safety investigations. Assistance quickly arrives with safety barriers and cleaning equipment and the issue is dealt with before it inconveniences any customers.



SCENARIO: SUSPICIOUS PACKAGE

A BAG IS LEFT IN THE MIDDLE OF YOUR SHOP. HOW READY ARE YOU TO EVACUATE SHOPPERS IN A CALM AND EFFICIENT WAY SO EVERYONE STAYS SAFE?

A nearby colleague notices the bag and uses their radio to alert the security guards and management team. The management team ask all employees to start evacuating the store and staff move quickly through their departments, helping customers where they can and informing the team as areas are cleared. Customers and employees are led quickly and efficiently to safety with minimal panic and risk, ensuring stock remains in the store and customers are happy to return another day.



SCENARIO: MANAGER CALLS IN SICK

A SENIOR STAFF MEMBER HAS CALLED IN SICK AND THERE IS NO ONE ELSE IN THEIR DEPARTMENT TO COVER THEIR DUTIES. HOW CAN THE DEPARTMENT OPERATE EFFECTIVELY TO CONTINUE GIVING CUSTOMERS THE BEST SERVICE?

Luckily another department manager is able to help but needs to share their time between the two departments. With two-way radio-enabled teams in both departments, staff can communicate what is going on in their area and share the workload.





WHETHER YOU WORK IN A SMALL BOUTIQUE OR A LARGE DEPARTMENT STORE, TWO-WAY RADIO CAN PROVIDE INSTANT COMMUNICATION BETWEEN INDIVIDUALS AND TEAMS ACROSS YOUR WHOLE STORE. USING TWO-WAY RADIO, YOU CAN MAKE COLLEAGUES MORE EFFICIENT, IMPROVE SECURITY, AND, ABOVE ALL, DELIVER EXCEPTIONAL CUSTOMER EXPERIENCE FOR EVERY VISITOR TO YOUR STORE.

To find out more, visit www.motorolasolutions.com

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