THE TIME IS NOW TO CREATE AN ENGAGING SHOPPING EXPERIENCE FOR EVERY CUSTOMER.

In the world of retail, the customer is always right. That’s why retailers today must ensure their staff is well-informed, well-coordinated, armed and ready with the right information to satisfy customers in stores. Whether it’s a customer’s 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 to rely on strong communication technologies so retailers can deliver a seamless experience for shoppers and keep them coming back. When retailers create an engaging experience, customer interactions turn into transactions and occasional buyers turn into loyal brand advocates.

Motorola Solutions Two-Way Business Radios are helping retailers across the nation enhance customer and employee interactions, efficiency and safety both in stores and warehouses – but which business radio model is right for your specific priorities and needs? With this custom solution guide, experience the power that comes from eliminating downtime in the storefront by connecting all employees with instant voice communication.
IN STORE: STORE-TO-WAREHOUSE

When the busiest time of the year rolls around, additional employees need to get trained-up in order to serve the influx of customers. With intuitive and user friendly designs, Motorola Solutions Two-Way Business Radios are one less thing new employees will need to worry about, so they can stay focused on serving the customers.

When the shelves are empty with the hottest toy of the year and customers are lined up eager to purchase, Motorola Solutions Two-Way Business Radios are ready for you. Retail associates in the storefront can instantly communicate with retail associates in the back warehouse to confirm whether or not the hot buy is indeed out of stock. With their industrial design, business radios from Motorola Solutions can hear and be heard in even the loudest and busiest back store warehouse.

REAL-LIFE SCENARIOS

IN STORE: PERSON-TO-PERSON

When lines at the grocery stores are wrapped around store aisles, rely on Motorola Solutions Two-Way Business Radios to keep the lines moving seamlessly and efficiently. When a younger cashier needs assistance to checkout a customer purchasing alcoholic beverages, she can use her Business Radio to instantly push-to-talk (PTT) for assistance from her manager. Downtime at the checkout counter has been reduced, and the customer at the back of the line decided against leaving to find a different, less busy store.
IN STORE: FLOOR-TO-FLOOR

When a child wanders off in a large department store, Motorola Solutions Two-Way Business Radios can be used for instant communication across up-to 30 floors*. The retail associate at the lower level shoe counter is able to instantly PTT to the retail associate on the 5th floor in the children's toy department to let her know to look out for a child that has been wandering through the store. By connecting every floor across the large department store, all retailers are proactively informed and ready to help locate the missing shopper.

To learn more about increasing workplace safety and increasing productivity please visit MotorolaSolutions.com/Retail