

# Omega Warehousing and Distribution uses RDX Series™ portable radios to increase workplace efficiency



“We’re a small business and we tend not to lead when it comes to technology because it’s not always cost effective for us to make these financial investments. But I knew instantly the RDX radios were going to save us money because of the functionality, the durability, and the increased productivity. This was an obvious choice for us.”

- Karen Vellis, Owner/Partner, Omega Warehousing and Distribution

With two large warehouses located a block apart, Omega Warehousing and Distribution relied on wire-line telephones to help employees communicate but that disrupted workflow when forklift drivers had to get down off the hi-low to answer the phone. Switching to cordless phones was also a problem because one drop onto the concrete floor rendered them unusable. Today, Omega uses rugged Motorola RDX Series™ portable radio and a small 2W portable repeater to enable seamless communications between the warehouses for greater workplace efficiency and the ability to maintain superior customer service.

## **Situation: Communicating between Omega’s two warehouses proves challenging**

Omega Warehousing and Distribution is a full service distribution center located in northern New Jersey. Founded nearly forty years ago, Omega is a family-owned and operated business where the owners are as likely to answer the phone and tend to customer service requests as their staff. With five company-owned and operated tractor-trailers, Omega distributes raw materials, such as vitamin and food additives, plastics, non hazardous chemicals, dyes, and pigments to suppliers in the food, pharmaceutical, and chemical industries nationally and internationally.

Commitment to excellence throughout every aspect of the organization, particularly customer service, is a personal point of pride with every Omega employee. Working hard and finding creative ways to communicate had kept their cycle times low, service levels high, and customers happy for many years. However, Karen Vellis, owner and partner of Omega Warehousing and Distribution, knew that it was time to move from telephone to two-way radio technology to increase operations efficiency and staff productivity.

## **Products**

- RDX Series Portable Radios, RDU4100 and RDU4160d
- RPU2160 Repeater

## **Benefits**

- Seamless communication between warehouses
- Increased operational efficiency
- Expanded coverage with no gaps
- Enhanced customer service



“Not only did the RDX radios provide great reception in the noisy warehouses, they are built to last. The portable phones we used before were fine until they hit the floor. One drop and that was it. Clearly, these radios are commercial grade and will last us a long time, even though they’ll be dropped occasionally.”

- Karen Vellis, Owner/Partner, Omega Warehousing and Distribution

### Maintaining customer service excellence

The first rule of business success to Omega is getting customer orders processed quickly, accurately, and shipped within 24 hours. Equally as important, however, is to make sure that customer questions or requests for information are answered immediately.

“We have two large warehouses located about a block away from each other,” says Vellis. “One is 40,000 sq. ft. and the other is 70,000 sq. ft. When a customer would call the office with a question, our old way of communicating was to pick up a phone and call the appropriate warehouse, which would set off a buzzer and require the forklift driver to get off the hi-low and go answer the phone.” It also meant waiting for the individual to find the answer or spend time looking for someone who could help, which added wait time for the customer.

Vellis then tried cordless phones which the drivers could keep with them, but found that the phones weren’t built to withstand a warehouse environment. “The cordless phones would always fall off the forklifts and break after one hit on the concrete floor.”

Realizing that neither of these options was acceptable, Vellis then turned to Motorola to help her streamline the communications process for both the office and warehouse operations.

### Solution: Motorola RDX Series™ portable radios

Motorola recommended durable and reliable Motorola RDX Series portable radios, as well as a small (two pound) 2W RDX repeater, which would be installed in the largest of the two warehouses. Expanding coverage to up 250,000 square feet or 20 floors inside buildings, the RDX portable repeater also helps to overcome physical obstacles, such as trees and other buildings, outside the warehouses that can create dead spots and disrupt communications.

The RDX series portables and the RDX portable repeater enable seamless, reliable communications that allow Omega warehouse employees to coordinate shipments and deliveries and stay in contact with the office and with each other.

Weighing just six ounces, the RDX Series portable radios are comfortable enough for users to wear throughout an entire shift. In addition, the user interface makes the radio simple and easy to use with little or no training. And the RDX Series radios feature the standard Li-Ion battery that delivers up to 12 hours of life per charge, easily lasting throughout an entire shift.

### Results: Making the move from working hard to working smart

Exceeding their customers’ expectations for on-time delivery, accuracy, and flawless service is the number one priority at Omega. But finding a way to meet those expectations while maintaining profitability requires putting the right work processes in place that allow employees to do their jobs quickly and efficiently.

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– Karen Vellis, Owner/Partner, Omega Warehousing and Distribution

Motorola RDX Series radios offer the following advantages:

- **Greater productivity:** Today when a customer calls with a request or a question, office staff can immediately contact warehouse personnel and get the answer even while the customer is still on the phone. “From a labor perspective, the radios save us time in getting information to the customer quickly and increases efficiency throughout the operation,” says Vellis. “Recently one of the guys in the warehouse was unable to find part of a shipment. I heard him key up the radio, contact someone in the other facility, and get the problem resolved instantly rather than having to walk over there himself.”
- **Expanded coverage and clear audio:** Concrete and steel warehouses are not only noisy, the structures themselves can often create physical RF interference. Used with the RDX 2W repeater, the radios provide Omega with seamless communications and audio that is 30% louder than similar radios. “With the repeater, we can talk all the way out to the farthest corner of the warehouse down the street, and anywhere within either warehouse, with crystal clear audio,” says Vellis.
- **Faster ROI:** The RDX Series portable radios require no monthly fees or annual contracts. This not only reduces operating costs, it speeds time to full return on investment.
- **Built to last:** The rugged radios are designed to withstand the environment of a busy warehouse operation. “Not only did the radios provide great reception in the noisy warehouses, they are built to last,” says Vellis. “The cordless phones we previously used were fine until they hit the floor. One drop and that was it. Clearly, these radios are commercial grade and will last us a long time.”
- **Enhanced customer service:** In a highly competitive industry where customer service is the difference between success and failure, quick response to customer issues is vital. “We live in an information age where people expect answers almost immediately and they don’t want to hear us tell them we’ll have an answer for them in a half an hour,” says Vellis. “They want that answer now and with the RDX radios, we can give it to them.”



Motorola RDX Portable Two Way Radios



### **Functionality, durability, and increased productivity**

Level of care, personal attention, and exceeding customer expectation has kept Omega Warehouse and Distribution thriving for over forty years. With improved communications offering enhanced work processes, Motorola radios will help them stay on top for the next thirty.

“We’re a small business and therefore cautious when approaching new technologies because it is not always cost effective for us to make these financial investments,” says Vellis. “But I knew instantly the RDX radios were going to save us money because of the functionality, the durability, and the increased productivity. This was an obvious choice for us.”

**For more information on Motorola’s RDX two way radios, visit  
[motorola.com/rdx](http://motorola.com/rdx)  
1-800-367-2346**



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