



RETAIL: COMMUNICATIONS BUYING GUIDE

SOLUTIONS TO HELP YOUR TEAM SELL

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.



MOTOROLA SOLUTIONS

MOTOROLA SOLUTIONS TWO-WAY BUSINESS RADIOS

RDX SERIES / 350,000 SQ. FT. OR 30 FLOORS*

Introduce your team to the perfect business partner that will make your store more productive and profitable. With enhanced wattage, the RD Series two-way business radios extends your store's coverage to up to 30 floors*. Plus with it's industrial design, premium radio performance is always protected. Experience exceptional audio quality, easy programming, advanced voice activation and flexible battery life solutions to keep turning those occasional buyers into brand advocates.



DLR SERIES / 300,000 SQ FT OR UP TO 20 FLOORS*

Communicate and solve problems in real time with the DLR digital two-way business radio. Quickly and easily communicate with your team to improve operational efficiencies, address unexpected situations and increase customer satisfaction. Both sleek and powerful, the DLR series is ready to equip retailers with flexible and unique calling options, license-free digital technology and an extended talk range of 300,000 square feet*.



RM SERIES / 250,000 SQ. FT. OR 20 FLOORS (UHF)*

Empower your team with a faster way to communicate. RM Series two-way business radios help your store communicate instantly, without missing a single customer interaction. With crisp, clear audio throughout the storefront and exceptional durability for the back warehouse, these radios won't quit in harsh conditions.



CLS SERIES / 200,000 SQ. FT. OR 15 FLOORS*

Rely on impressive coverage in the compact CLS Series two-way business radio. Operate on 56 business-exclusive frequencies and experience a coverage range of up to 200,000 square feet*. With an intuitive and user friendly design, your retail associates will be instantly empowered with accurate answers and attentive service throughout your entire store.



CLP SERIES / 100K SQUARE FEET OR 10 FLOORS*

Greet your customers with style and ease with CLP Series two-way business radios. Its sleek, palm-sized design allows for professional and discreet communication with team members and customers. Deliver a stress-free experience for both retailers and customers with the CLP family of two-way business radios.



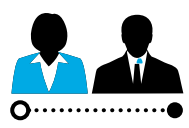
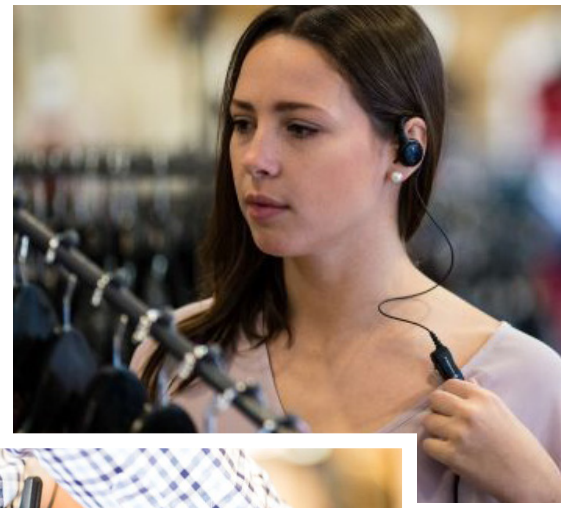
REAL-LIFE SCENARIOS



IN STORE: STORE-TO-WAREHOUSE

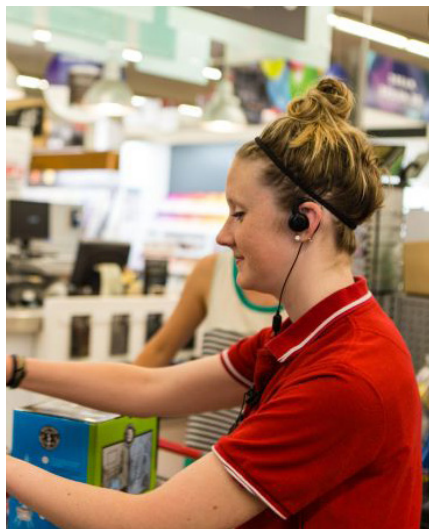
When the busiest time of the year rolls around, additional employees need to get trained-up in order to serve the influx of customers. With intuitive and user friendly designs, Motorola Solutions Two-Way Business Radios are one less thing new employees will need to worry about, so they can stay focused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



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.



* The communication range quoted is calculated under optimum conditions, with an unobstructed line of sight. Actual range will vary depending on terrain and other local conditions, and is often less than the maximum possible. Your actual range will be limited by several factors including, but not limited to, terrain, building construction, weather conditions, electromagnetic



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**](https://www.MotorolaSolutions.com/Retail)



Motorola Solutions, Inc. 500 West Monroe Street, Chicago, IL 60661 U.S.A. [MotorolaSolutions.com](https://www.MotorolaSolutions.com)

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