

USE CASE

MOTOROLA CLP PMR446 UNLICENSED TWO-WAY RADIO



MOTOROLA CLP TWO-WAY RADIO

INCREASED PRODUCTIVITY. ENHANCED CUSTOMER EXPERIENCES



Today's fast-paced and highly competitive retail environment demands efficient staff communication. Customers are seeking higher levels of responsive service, often in settings with fewer available staff. Store managers carry more and more responsibilities. All your staff are shouldering the pressure to create better shopping experiences, and you can't afford excessive customer wait times, stock searches and repeated requests for assistance.

Two-Way Radios are an indispensable tool for helping managers and their staff to stay in constant communication, improving service and enhancing the customer shopping experience. However, traditional Two-Way Radio designs have both functional and aesthetic limitations that can sometimes impede a great customer experience.

Motorola consulted with retail managers and staff to better understand how they use their current Two-Way Radios.

They told us there are three key design elements that would improve their efforts to deliver an enhanced customer experience within the retail environment:

- **Comfort** - more flexible ways for staff to wear the radio comfortably
- **Performance** - clear, strong audio performance to breakthrough background noise and preserve privacy
- **Image** - sleek yet durable styling that promotes profile and image

Their specific input provided the foundation for the design of the new Motorola CLP Two-Way Radio, the first unlicensed Two-Way Radio designed specifically for the demanding, fast paced retail environment.

PRODUCTS

- [Motorola CLP Two-Way Radios](#)

BENEFITS

- [Comfortable to wear](#)
- [Easy to use](#)
- [Stylish design](#)
- [Durability and long life](#)

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STYLE, FUNCTION AND CLEAR COMMUNICATIONS FOR RETAIL SETTINGS.

The insights of retail staff helped Motorola designers address issues such as comfort, streamlined design, audio performance ease of use and style.

Retail managers and staff want a Two-Way Radio that is comfortable and easy to wear. Staff attire requirements and uniforms vary widely based on the company policies, yet current Two-Way Radios can only be worn on the belt. The Motorola CLP offers flexible wear options — a unique magnetic carrying case that allows users to clip the Motorola CLP nearly anywhere (e.g. lapel, dress shirt pocket, waist band), in addition to the traditional belt clip holster.

Current Two-Way Radio designs are often bulky and cumbersome, with protruding antennas and boomstyle headsets. The Motorola CLP is the first unlicensed Two-Way Radio designed for the demanding, fast-paced retail setting and redefines the traditional Two-Way Radio form by including only essential elements. Its embedded antenna gives it a sleek shape while increasing range of motion, and the minimised moving and protruding parts ensure it can survive heavy and demanding use. All this is packed into a compact, durable device that fits in the palm of the hand.

Retail staff often operate in busy, noisy environments and have to multi-task, making conversations a challenge, and sometimes leading to miscommunications. Clear, fast communication improves coordination and efficiency leading to better customer experience. The CLP delivers strong audio performance to help provide reliable communications, greatly reducing the chance of errors and delays and the CLP's small size and discrete earpiece mean communications can be delivered without disturbing customers.

The large push-to-talk button makes CLP easy to use and Voice Assisted Operation informs the users of the radio status. Visual status information is also available thanks to the new Smart Status Glow feature so staff can focus on the task not on the technology.

In addition, the durable Li-Ion batteries provide up to 14 hours of talk-and-listen time for dependable service over long shifts. Charging and storing multiple radios, headsets, and wires can be messy. The Motorola CLP single-unit chargers are designed to be space-saving, while the multi-unit chargers handle up to six units simultaneously and provide a convenient pocket to store the earpiece. They also can be wall mounted to save counter or desk space.

PRODUCTIVITY WITH PERSONALITY MEETS PROFITABILITY.

Improved two-way communication facilitates collaboration and enables retail employees to make better and faster decisions, leading to improved efficiency, profitability, and an enhanced experience for your customers. An atmosphere of teamwork is evident in the store, as everyone can stay connected, and customers experience the efficiency your people demonstrate in meeting their needs. CLP is the first unlicensed Two-Way Radio designed to overcome the challenges that retail managers and sales staff have long encountered. It helps them to be more comfortable, stylish, and efficient as they enhance the customer experience. Finally, the durable Motorola CLP is a smart investment because there are no installation fees, no monthly costs and no per-minute charges.



“Retail is equal parts image and customer service. We made the Motorola CLP look as good as it functions.”
– Motorola Design Engineer



For more information on how the Motorola CLP Two-Way Radio can enhance your retail business setting, please visit us on the web at: www.motorolasolutions.com/clp446 or find your closest Motorola representative or authorised Partner at: www.motorolasolutions.com/contactus

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