



# DLR DIGITAL RADIO

## ELEVATE THE RETAIL CUSTOMER EXPERIENCE WITH BETTER ON-SITE DIGITAL RADIO COMMUNICATIONS

Today's consumers have many choices when purchasing goods and services. From specialty retail establishments and big box super stores to e-commerce, consumers often find significant range of options during their purchasing decisions. This competition drives retailers to ensure that customers are satisfied with their buying experience from the minute they walk through the door. To provide superior customer service and operations efficiency, you need a reliable communication tool. The Motorola DLR two-way radio can provide instant, reliable digital communications to ensure your retail operations run smoothly.

**85% OF MANAGERS SAY IMPROVING IN-STORE COMMUNICATION BETWEEN STAFF AND MANAGERS WOULD HAVE A SIGNIFICANT EFFECT ON CUSTOMER SATISFACTION<sup>1</sup>**

### KEEP YOUR COMMUNICATIONS PRIVATE WITHOUT COMPETITIVE INTERFERENCE

One of the biggest challenges retail organizations face with existing analog radio systems is the lack of privacy. Due to limited available analog frequencies, you may experience hearing other conversations or others listening to yours. This may delay critical communications or compromise proprietary information, resulting in a competitive disadvantage.

The Motorola DLR radio can simply and easily provide the solution to this common challenge.

These digital, 900 MHz, license free radios leverage frequency hopping technology. This technology enables the radio to continually change frequencies, making it virtually impossible for others to listen to your private conversations.

Enhance your radio fleet privacy by simply setting a unique 4 digit Profile ID number. This differentiates your radio system, setting it apart from other business radios and thus providing private and interference free communications.



<sup>1</sup>Motorola Shopping Survey 2014

[http://content.motorolasolutions.com/promo/retail/docs/msi/7th\\_Annual\\_MSI%20\\_Shopping\\_Study\\_Highlights-2014.pdf](http://content.motorolasolutions.com/promo/retail/docs/msi/7th_Annual_MSI%20_Shopping_Study_Highlights-2014.pdf)

# COORDINATE OPERATIONS THROUGHOUT THE STORE ENVIRONMENT



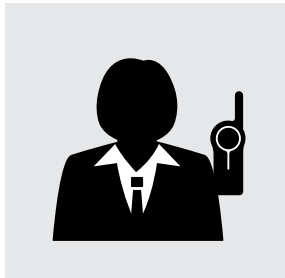
## CASHIERS

Easily get a price check, thus moving customers quickly through the checkout line.



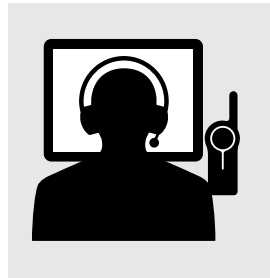
## STAFF

Efficiently contact departments to identify the right products for a customer.



## MANAGERS

Quickly make a direct call to a staff member to request backup support.



## SECURITY

Effortlessly and discreetly, contact a manager to diffuse a potential issue.



## DLR RADIO

- 2 and 6 channels
- Extended range – can cover up to 300K sq feet retail space or 20 floors\*
- 14 hour continuous battery life
- Rugged and durable – meets MIL 810 C, D, E, F, G.

## EASILY TAILORED TO MEET THE DEMANDS OF YOUR STORE

Each retail organization operates a little differently. The Motorola DLR radio is the perfect solution because you have the flexibility to configure the radios to meet your procedural needs and optimize staff experience. Easily change your preconfigured top button and customize your radio to adapt to your specific organizational requirements.

The DLR radio also has multiple call options which can enhance communications between team members.

### Private Reply

Activate a private reply with a staff member to address specific issues quickly and efficiently without involving all employees.

### Direct Call to a Manager

Set up your store radios so an employee can directly contact the floor manager on duty for quicker responses to consumer questions.

### Page All Available Employees

Announce a message to everyone who is not currently tied up in radio conversation, making it easier to communicate and locate specific users.\*\*

\*Coverage depends on terrain and environmental conditions.

\*\* Doesn't interrupt ongoing conversations.

## IMPROVED EFFICIENCY TRANSLATES TO SATISFIED CUSTOMERS

The DLR digital radio is the perfect digital radio for your retail store. With its sleek design and simple operation, it can quickly help your team stay informed and improve operations with many beneficial features.

**Talk Permit Tone.** Lets users know when the channel is free for them to talk, therefore promoting orderly communications.

**Voice prompts.** Allows easy navigation of menus, channels, battery status, and more.

**Home Channel.** Automatically return to your primary channel when a conversation is over.

## RIGHT FIT RADIO FOR RETAIL OPERATIONS

This radio has been developed to meet the changing needs of a retail store including the unique profile ID which enhances privacy. The flexible call options and the extended range cover even the largest superstore footprint.

**For more information, contact your local radio dealer** to experience the DLR radio and see how it can help your retail staff communicate better.



12 RADIO/BATTERY POCKET CHARGER



COMFORTABLE EARPIECES



RADIO HOLSTER

For more information please visit us at: [www.motorolasolutions.com/DLR](http://www.motorolasolutions.com/DLR)