



**MOTOROLA**  
intelligence everywhere™

## Motorola Business Two-Way Radios for **GROCERY**

Improving Efficiency and Customer Service



### **BUSINESS BENEFITS**

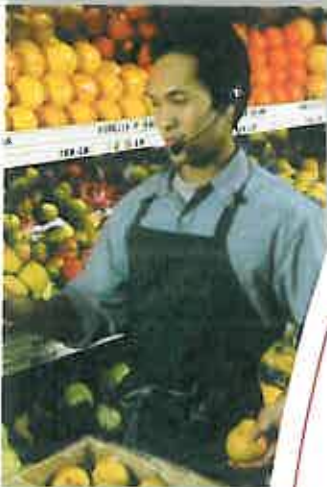
- Enhance safety and security
- Empower employees to accomplish more in less time
- Reduce operational costs
- Improve response time
- Increase overall service and satisfaction
- Save money monthly over alternative technologies



# IMPROVING EFFICIENCY AND CUSTOMER SERVICE.

Enhancing efficiency and productivity are priorities in the grocery business. Economical and easy to use, Motorola business two-way radios and headsets help you improve customer service by keeping your staff in constant contact—from store managers and cashiers to receiving personnel and stock clerks.

Offered in a range of options, Motorola business two-way radios provide convenient communications solutions that eliminate wasted time and inefficient processes with 1-to-1, group, or external communications at the touch of a button. Motorola stands for 75 years of innovation and quality—good reasons why independent grocers, supermarkets, and national chains choose Motorola business two-way radios.



## THE GROCERY STORE WORKPLACE PROVIDES MANY CHALLENGES

The need for faster, more responsive service

Labor-intensive jobs with high turnover

Intense competition; deflationary pressures

Customers want a pleasant shopping experience

Thin profit margins

Establishment must be clean and well organized

\* First Research Industry Profiles, 2004

## MOTOROLA BUSINESS TWO-WAY RADIOS PROVIDE THE SOLUTIONS

Sales clerks can quickly contact in-store or stock personnel for price checks, restocks, or cleanups.

Lightweight, easy-to-use radios clip right on to employees' belts, freeing them to restock, unload, and clean up.

Employees are more productive and responsive. Accelerates restocking and merchandise flow.

Business two-way radios eliminate the noise and distraction of paging systems.

Improved communication helps grocers achieve efficiencies in purchasing and distribution.

Employees can call for help immediately for clean-ups and re-stocks.

### Recommended for:

- Cashiers
- Supervisors
- Store managers
- Maintenance
- Office clerks
- Order fillers
- Baggers
- Customer service
- Purchasing managers
- Stock clerks
- Warehouse personnel
- Delivery personnel
- Security guards
- Cooks and food preparation workers
- Freight, stock, and material workers
- Demonstrators and product promoters

## KEEP YOUR STAFF CONNECTED AND YOUR CUSTOMERS SATISFIED. EVERYONE BENEFITS FROM MOTOROLA BUSINESS TWO-WAY RADIOS.

### A Motorola business two-way radio can pay for itself in less than 2 months.

If each employee saves 5 minutes per hour, watch your savings multiply

Hourly rate including benefits	Each radio pays for itself in ...	Annual savings for a 10-person crew
<b>\$8 per hour</b>	<b>59 days</b>	<b>\$14,000</b>
<b>\$12 per hour</b>	<b>40 days</b>	<b>\$21,000</b>
<b>\$24 per hour</b>	<b>20 days</b>	<b>\$42,000</b>

\* Based on calculations using MSRP of \$319 for the XU2100 radio and on the hypothetical hourly wages of a grocery employee

**NO CONTRACTS, NO MONTHLY FEES, NO PER-CALL CHARGES.**



## **MOTOROLA BUSINESS TWO-WAY RADIOS. DESIGNED FOR TODAY'S GROCERY STORE WORKPLACE.**



**XTN Series  
Business Two-Way Radio**

### **Lightweight Durability**

Weighing just ounces, Motorola business two-way radios are designed to be lightweight and comfortable for grocery store personnel to wear. The Motorola XTN Series meets military specifications for high resistance to dust, moisture, shock, and vibration.

### **Business-Exclusive Frequencies**

Motorola business two-way radios operate on business-exclusive frequencies so that staff can rely on a clear signal without interference (FCC license is required for use). The XTN Series offers 27 VHF and 56 UHF frequencies with 121 codes including 83 digital private line codes.

### **Advanced Voice Activation (VOX)**

Cashiers, stock clerks, and receiving personnel will enjoy the convenience of hands-free operation when used with optional accessories.

### **Long Lasting Battery Life**

A rechargeable NiMH battery provides more than enough use for a standard work shift. The XTN Series also features a battery gauge for monitoring battery life.

### **Convenient Charging**

Easy-to-use, drop-in chargers (single- or multi-unit chargers) keep radios charged, ready, and centrally located.

### **Keypad Lock**

Helps prevent settings from being accidentally changed, minimizing unnecessary downtime.

### **Call Tones/VibraCall Alert**

Call tones alert users to incoming transmissions to get their attention fast. In noisy work environments, VibraCall® Alert feature is the perfect way to signal users with a vibration.

## **A RANGE OF CHOICES THAT MEET THE DEMANDS OF THE GROCERY BUSINESS.**

### **XTN Series Business Two-Way Radios**

Available with 1 or 6 channels, 1 or 2 watts, yellow or black finishes, and VHF or UHF frequencies. The XTN Series™ includes powerful business two-way radios that help keep operations on schedule and maximize employee productivity, while enhancing customer service.

### **CLS Series Business Two-Way Radios**

Lightweight, easy-to-use, and affordable, CLS Series™ business two-way radios and hands-free headsets provide a discreet, simple, and reliable communications solution. CLS Series business two-way radios are designed to improve efficiency and response time at the touch of a button. Instant access enables employees to respond quickly to customer requests. Offered with 1 watt, 1 or 4 channels, and 56 business-exclusive frequencies.

The CLS1450c™ combines a business two-way radio with 2.4 GHz digital cordless phone capability for enhanced communication flexibility. The CLS1450c is ideal for key personnel like purchasing managers, security guards, and office clerks who need to make external calls when seconds count or as part of their daily operations.

### **MOC4600i Motorola Wireless Message Alert Device**

The MOC4600i™ Motorola Wireless Message Alert Device provides an ideal way to improve communication. With the MOC4600i, customers and staff simply press a button for assistance. Your two-way radio-equipped personnel are immediately notified with a customizable voice message. The MOC4600i keeps everyone in immediate contact to enable a pleasant experience for shoppers and better use of resources for you. It's like having another employee without the added expense.







**CUSTOMIZE YOUR MOTOROLA BUSINESS TWO-WAY RADIOS  
WITH ACCESSORIES THAT ENHANCE EFFICIENCY  
AND CUSTOMER SERVICE.**

**MOTOROLA  
MEANS BUSINESS**

With 75 years of innovation and engineering expertise, it's no wonder that Motorola is a world leader in providing small business on-site, two-way radio communication solutions. In fact, Motorola recently received the Malcolm Baldrige Award for Quality.

**MALCOLM  
BALDRIDGE  
AWARD  
FOR QUALITY**



Motorola's Commercial, Government, and Industrial Solutions Sector (CGISS) is a recipient of the prestigious 2002 Malcolm Baldrige National Quality Award, in recognition of its commitment to performance excellence and quality achievement.

Motorola business two-way radios can be customized to the exact needs of a specific work environment or job responsibility with specialized accessories like:

**Headset with swivel boom microphone  
Part #53865**



Convenient, hands-free use and clear reception in noisy work areas for non-stop productivity.

**Remote speaker microphone  
Part #53862**



Clips easily to collar or shirt, allowing listening without reaching for the radio, and hands-free productivity.

**Lightweight headset with boom microphone  
Part #53815**



Ideal for fast-paced work environments; enables discreet, hands-free operation.

**XTN Series multi-unit charger  
Part #53879**



Multi-unit chargers make it easy to copy settings from one radio to a fleet and charge up to 6 radios at once.

**Earbud with clip push-to-talk microphone  
Part #53866**



For convenience and uninterrupted productivity, staff can communicate without removing radios from belt clips.

**Replacement holster with 3" swivel belt clip  
Part #53821**



Heavy-duty for extra durability, clips radio right to the belt for convenient portability.