



MOTOROLA CLP TWO-WAY RADIO

INCREASED PRODUCTIVITY. ENHANCED CUSTOMER EXPERIENCES.



PRODUCTS

- Motorola CLP Two-Way Radios

BENEFITS

- Comfortable to wear
- Easy to use
- Stylish design
- Durability and long life

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.

Two-way radios are a valuable tool for helping your managers and their staff 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 sometimes impede a great shopping experience.

Motorola consulted with a range of retail managers and staff to better understand how they use their current two-way radios.

Retail staff told us there are three key design elements that would improve their efforts to deliver an enhanced customer shopping experience:

- **Comfort** — more flexible ways to wear the radio comfortably
- **Performance** — clear, strong audio performance to breakthrough the noise common in retail stores
- **Image** — sleek yet durable styling that promotes the store's profile and image

Their specific input provided the foundation for the design of the new Motorola CLP two-way radio, the first two-way radio designed specifically for the demanding, fast paced retail environment.

USE CASE

MOTOROLA CLP TWO-WAY RADIO

STYLE, FUNCTION AND CLEAR COMMUNICATIONS FOR RETAIL SETTINGS.

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

Retail staff need a two-way radio that is comfortable and easy to wear. Staff attire requirements and uniforms vary based on the store policies, yet current two-way radios can only be clipped to 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), and the traditional belt clip holster.

Dangling wires are a nuisance and can catch on clothing and objects in a busy store. Bluetooth® technology* eliminates the wires while providing hands-free operation allowing retail staff to focus on providing superior customer service. CLP is both compact and durable, this palm-sized device redefines the traditional two-way radio form by including only essential elements. The embedded antenna gives it a sleek shape while increasing range of motion, and the minimized moving and protruding parts ensure it can survive heavy and demanding utilization.

Retail stores get very busy and employees are frequently multi-tasking, making communications a challenge, and sometimes leading to miscommunications and error. Clear, strong audio performance provides reliable communications and greatly reduces the chance of both errors and delays. CLP's earpiece incorporates Voice Assisted Operation, a voice driven menu that discreetly announces feature status through the earpiece so your customers are never disturbed.

With CLP's one button push-to-talk operation, communication is simple and natural, and the new Smart Status Glow feature provides visual cues for at-a-glance status information. Employees can bag, ring up a transaction, check on inventory, and communicate with other team members, all without leaving the customer unattended.

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 empowers retail employees to make better and faster decisions, leading to improved efficiency, profitability, and an enhanced shopping 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 two-way radio truly 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 shopping experience. Finally, the durable Motorola CLP is a smart investment because there are no installation fees, no monthly costs, or 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



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*Bluetooth® available on select models