



- Store Managers
- Purchasing Managers
- Customer Service
- Cashiers
- Baggers
- Stock Clerks
- Delicatessen Clerks
- Product Promoters
- Maintenance
- Security



## DTR Series™

Lightweight and comfortable to wear.

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

### **Instant communication in Grocery means:**

- Employees are more productive
- Reduced operational costs
- Increased customer service and satisfaction
- Immediate price checks
- Quick response to emergencies and clean-up
- Improved restocking and merchandise flow
- Enhanced safety and security
- Faster merchandise receiving and unloading
- Reduced monthly operating costs

- NO CONTRACTS
- NO MONTHLY FEES
- NO PER-CALL CHARGES
- NO INFRASTRUCTURE REQUIRED



<b>Grocery Challenges</b>	<b>Two-way Radio Solutions</b>
The need for faster, more responsive service.	Quickly contact clerks for price checks, or in-stock items.
Labor-intensive jobs with extensive hands-on work, and high employee turnover.	Lightweight, easy to use radios clip on the belt for hands-free portability.
Intense competition, deflationary pressures.	Employees can be more productive and responsive. Accelerates restocking and merchandise flow.
Thin profit margins.	Achieve better efficiency in purchasing and distribution.
Customers want a pleasant shopping experience.	Eliminate the noise and distraction of paging systems.
Establishment must be clean and well organized.	Call for immediate help with clean-ups and re-stocking.

**Digital One-to-One Calling**

Allows you to call and talk privately with a specific user's radio. And the recipient's unit displays the caller's ID.

**Digital One-to-Many Public Group Calling**

Other DTR410 radios on the same group ID and channel hear communications – similar to analog radio operation.

**Enhanced Coverage**

Coverage extended buy 20%\* – up to 300,000 sq. ft. or 25 floors. Audio stays clear everywhere you have coverage.

**Enhanced Battery Life**

Up to 45% longer operation on a single charge\*

**Accessories**

Motorola offers a full complement of accessories for customizing radios to suit user needs.

**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...*

<b>Hourly rate including benefits</b>	<b>Each radio pays for itself in...</b>	<b>Annual savings for a staff of 10</b>
<b>\$8 per hour</b>	<b>35 days</b>	<b>\$14,000</b>
<b>\$12 per hour</b>	<b>24 days</b>	<b>\$21,000</b>

Based on calculations using MSRP of \$189 for a two-way radio and on the hypothetical hourly wages of a retail employee.

**For more information, contact us today.**

**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.

\*Coverage varies based on terrain and conditions. All comparison claims made against Motorola CP100/XU2600 analog radio models. High capacity battery used.

