

Improving Service and Customer Experience with Radios and Call Boxes

Stewart Morgan, a night supervisor at the

ShopRite in Garwood, New Jersey, knows what it takes to improve efficiency and customer satisfaction in today's competitive retail environment.



"Wireless networking has made a huge difference in our ability

to service customers well," he says. "We use solutions from Advanced Wireless Communications: two-way radios, a call button system, and an earpiece announcer."

According to Morgan, who has worked for the Garwood ShopRite since 2000, the radios alone have improved customer response time by 50 percent. "If a customer is looking for a product but can't find it, radios allow our employees to check on inventory quickly," he states. "It's an easy way to minimize wait time and make customers feel important instead of frustrated. It also deters them from taking their business elsewhere."

And because the two-way radios increase efficiency and productivity, they decrease the number of employees needed on the floor at any given time.

They've also enhanced safety. "If something breaks or gets spilled on the sales floor, it's a danger to customers and employees alike," says Morgan. "Radios enable staff to alert maintenance immediately. And in the case of medical emergencies, they're invaluable."

According to the store's loss reports, which indicate a decline in loss in recent months, it also appears that two-way radios help to keep theft at a minimum. Apparently when shoplifters notice that employees have radios, they're less inclined to steal.

The Garwood ShopRite also uses a customer help button system. These easy-to-install devices are placed in high-visibility locations throughout the store, making it easy for customers to get help with a simple push of a button. A similar system was installed at check out. It was used 5,000 times during the month of July alone, reducing overhead pages by the same number and accelerating the check-out process. "Employees working the registers used to holler if they needed a manager or something from the floor," states Morgan. "Now they push the call button. It makes customers feel tended to and enhances our professionalism." ShopRite believes that both systems have reduced the use of overhead paging by as much as half. As a result, the store is much quieter.

Morgan himself uses a hands-free earpiece from Advanced Wireless Communications when working. It enables him to stay in touch with his staff and on top of what's going on in the store at all times.

One of the reasons the Garwood ShopRite chose Advanced Wireless Communications over the many other vendors that had knocked on its doors was its emphasis on full service. Advanced Wireless Communications provided ShopRite with implementation and employee training by department, as well as with routine updates and service.

Because of all this, Morgan believes that every ShopRite should use products from Advanced Wireless Communications. "It's improved our efficiency and productivity," he says. "And there's no question that it's enhanced the in-store experience for our customers. To my way of thinking, that's a smart investment."

Ken Coons - Phone: (952) 469-0122
E-mail: kcoons@advancedwireless.com
www.advancedwireless.com