

Quick Assist™ Wireless Solutions for Retail Operations



The Quick Assist™ is a customer-activated callbox that transmits a discreet voice message to radio-equipped in-store associates. The customer sends this message by simply pressing the button on the front panel of the Quick Assist™. Store personnel press a hidden reset button to send an all-clear message when the customer is helped.

Quick Assist™ callboxes summon assistance:

- On the sales floor
- Receiving/Delivery Docks
- Will-call areas
- Pick-up areas
- Dressing room
- Heavy merchandise
- Outdoor departments
- Locked displays
- Question-intensive merchandise
- Sends all-clear message

TYPICAL QUICK ASSIST™ APPLICATIONS:

- **Wireless Communication Enhances Store Operations**

Retail stores with wireless communication capability are able to provide enhanced customer service where and when it is needed, while allowing store personnel to multi-task, and to be more efficient and productive.

The new 45,000 sq. ft. Quality Farm and Fleet store located in Coldwater, Michigan serves the local community with merchandise that includes farming supplies, automotive parts, a tire center and dry goods. An in-store wireless radio system consisting of 8 Ritron JMX portable radios, 3 Ritron JBS base stations and 5 Quick Assist™ Callboxes was installed in October 1999. Store Manager Dennis McGuire stated, "The entire two-way radio system has made a significant difference in the efficiency of the store's operation."

This is especially true in regards to deployment of the Quick Assist™ callboxes, which are strategically located both indoors and outdoors. On the sales floor, Quick Assist™ callboxes are installed at the dressing rooms, as well as in the tire sales area. Whenever sales associates are unavailable, a simple push-of-the-button

summons store personnel. Each callbox is programmed to repeat the "assistance needed" message every 30 seconds until the customer has been helped. "Our customers are genuinely pleased how quickly they receive assistance," McGuire continued.

The outdoor side yard contains large, heavy farming supplies that generally require employee assistance: Quick Assist™ callboxes promptly summon sales associates. "Customers no longer need to search for store personnel," said McGuire.

Customers also receive prompt service with the Quick Assist™ in the tire sales area where question-intensive sales necessitate a sales associate.

Store Manager Dennis McGuire carries a portable radio to monitor the pulse of store activity. He is able to hear where a request for customer assistance originates and to evaluate the promptness of responses. More importantly, the frequency of requests from each Quick Assist™ location provides McGuire with information for planning where to station employees.

Quick Talk™

Application Note: RQT-AN10

Retail Sales Staffing Options (Quick Assist™ Callbox)

“Overall, Quick Assist callboxes are making customers happy. When shoppers receive prompt attention, in the long-run, it translates into repeat customers and additional sales volume,” concluded McGuire.

• Outdoor Sales Departments:

During the hot summer months, employees at a lawn and garden center were understandably reluctant to stay outdoors for extended periods of time. Joe Monahan, the center’s manager, installed several Quick Assist™ callboxes in the furthest areas of the nursery. When requiring assistance, a customer can summon help simply by pushing the button on the Quick Assist™ front panel.

“We were surprised how easily the customers used the Quick Assist,” said Monahan. “They were pleased.” In fact, they were so pleased, Mr. Monahan informed us, that sales volume increased significantly throughout the summer. Plus, the employees became more productive and were able to accomplish multi-tasking responsibilities.

Now, Quick Talk™ Alert radios have been installed to monitor unauthorized entry into various nursery houses where extremely expensive and exotic plants grow, and another Quick Talk™ Alert monitors the unattended delivery truck driveway.

Thousands of Quick Assist™ uses in the following industries:

- Agribusiness
- Banking-ATMs
- Construction
- Hotels/ Motels
- Maintenance
- Manufacturing
- Marinas & Port Facilities
- Oil & Gas Operations
- Process Control
- Property Management
- Radio & TV Stations
- Retail Stores
- Schools
- Security
- Trucking

Common Quick Talk™ Alert Applications:

- Alarm Tampering
- Bilge Pumps
- Door Open/Close
- Flow Rate Limits
- Fluid Levels
- Humidity Levels
- HVAC/ Refrigeration
- Lighting Controls
- Moisture Detection
- Movement Sensing
- PH Limits
- Power On/Off
- Power Surges or Failure
- Pressure Levels/ Limits
- Sound or Vibration Detection
- Temperature Limits/Deviations
- Timers
- Ventilation/ Fans
- Remote generators
- Machinery Controls
- Line Stoppages
- Spillage
- Status Detectors



Optional Mag
Mount
Antenna



Quick Talk
OutPost
2-way Callbox



Quick Assist
Callbox w/
Recorded Voice Message



Quick Talk
Lookout
Callbox