



# DLR DIGITAL RADIO

## EXCELLENT CUSTOMER SERVICE STARTS WITH GREAT COMMUNICATIONS

The restaurant business is a very competitive. With over 1 million restaurants in the United States and 14 million employees generating \$709 Billion in revenue<sup>1</sup>, it is also one of the largest segments of the hospitality industry. Consumers have many restaurant choices from fine dining to fast casual and while the quality of food is important, great customer service is often what keeps customers coming back. Improving communications among your staff can directly benefit the service you provide and positively impact your consumers.

The Motorola DLR two-way radio can provide you instant, reliable, digital communications right out of the box, enhancing the way your staff coordinates operations and serves customers.

### KEEP YOUR COMMUNICATIONS PRIVATE WITHOUT INTERFERENCE

Restaurants are often found near retail stores in the same part of town or in the same shopping complex. Due to limited available analog frequencies, you may experience hearing other conversations or others listening to your private conversations. This is not only annoying to your employees but can disrupt operations, resulting in less satisfied customers.

The DLR radio can simply and easily provide the solution to this common problem.

These digital, 900 MHz, license free radios leverage frequency hopping technology. This technology enables the radio to continually change frequencies, making it virtually impossible for others to listen to your private conversations.

In addition, you can set up your radio system with a unique Profile ID, choosing from 10,000 available codes. This differentiates your system from a competitors system, thus enhancing privacy.

# 95%

CONSUMERS SAY GOOD SERVICE IS A KEY ATTRIBUTE FOR CHOOSING A TABLE SERVICE RESTAURANT<sup>3</sup>

**DLR RADIO IS DESIGNED TO INSTANTLY CONNECT RESTAURANT STAFF TO PROVIDE A MORE SATISFYING DINING EXPERIENCE**

# 72%

RESPONDENTS BELIEVE TWO WAY RADIOS ARE IMPORTANT TOOLS FOR ACCELERATING RESOLUTION TIME BY INSTANTLY CONNECTING PEOPLE<sup>2</sup>

# COORDINATE RESTAURANT OPERATIONS TO ENRICH THE CUSTOMER EXPERIENCE

HOST/HOSTESS	SERVERS	MANAGERS	KITCHEN/BAR STAFF	VALET
				
Effectively manage front-door operations, instantly communicating open table status	Quickly respond to guest needs, efficiently communicating to the appropriate personnel	Stay informed of any issues that require attention before they become problems	Notify servers when orders are ready ensuring quick delivery	Quickly coordinate the retrieval of vehicles, reducing wait time

## IMPROVED EFFICIENCY TRANSLATES TO SATISFIED CUSTOMERS

The DLR digital two-radio is perfect for your restaurant. With its sleek design and easy interfaces it can quickly help your teams stay informed and improve operations with many beneficial features.

**Talk permit tones** This tone let users know when the channel is free for them to talk, therefore promoting orderly communications.

**Voice prompts** allow easy navigation of menus, channels and battery status.

**Home channel** automatically return to your primary channel when a conversation is finished.

**Anti-microbial material** Tough polycarbonate housing, contains built-in antimicrobial materials that inhibit the growth of bacteria and mold on the radio surfaces.

## RIGHT FIT RADIO FOR RESTAURANT OPERATIONS

From the unique profile ID which enhances privacy to the flexible call options and optional earpiece for discrete operation, the DLR radio can meet the changing need of the hospitality industry.

## 9 OUT OF 10 RESTAURANTS HAVE FEWER THAN 50 EMPLOYEES<sup>1</sup>

For more information, contact your local radio dealer to see how the DLR can help your employees communicate better, and enhance the overall customer experience.  
[www.motorolasolutions.com/DLR](http://www.motorolasolutions.com/DLR)

### REFERENCES

- <http://www.restaurant.org/News-Research/Research/Facts-at-a-Glance>
- [http://www.motorolasolutions.com/content/dam/msi/docs/business/\\_documents/\\_staticfiles/vdc\\_benefits\\_of\\_digital\\_radios.pdf](http://www.motorolasolutions.com/content/dam/msi/docs/business/_documents/_staticfiles/vdc_benefits_of_digital_radios.pdf)
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### DLR RADIO

- 2 and 6 channels
- Extended range – can cover up to 300K sq feet retail space or 20 floors\*
- 14 hour continuous battery life
- Rugged and durable – meets MIL 810 C, D, E, F, G



### 12 POCKET MULTI-UNIT CHARGER



### COMFORTABLE EARPIECES



### RADIO HOLSTER