

If you're an equine retailer who has multiple levels, a vast back room where people tend to hide or a separate warehouse for your feed supplies, an employee communication system makes sense. Would it boost customer service in your store if each of your employees could contact the others instantly to ask questions or request assistance?

COMMUNICATION TECHNOLOGY

Can we talk?

“The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.”

— Bill Gates



The DuraFon Pro from EnGenius (www.engeniustech.com) functions as both telephone and two-way radio and covers a large surface area.

These systems, designed specifically for businesses, have greater power and reach.

Today, many stores use overhead pagers or simply yell across the floor, both of which can be unnerving for customers. Worse yet, an associate might leave a customer standing while he or she goes off in search of a manager to answer a procedural question.

If a customer calls the store to ask a question and the person responding doesn't know the answer, a communication system prevents the "I'll put you on hold" syndrome. Questions are answered immediately.

If a vendor calls and you need to check inventory, a communication system travels with you to the stock room or warehouse.

One of the most popular communication technologies today is wireless telephone systems. You may have a wireless phone at home, but these systems, designed specifically for businesses, have greater power and reach. Some are capable of providing a signal across an area as large as 12 floors of a given building.

Like so many other areas of technology, the cost for communication systems continues to drop and quality continues to rise.

Wireless Wonders

- > Shopper call boxes can be stationed throughout a store. If a customer can't find a sales associate, pushing a button on the box will summon one to the department.
- > Wireless Internet receivers in laptops allow any department equipped with a computer to become an information terminal for a retailer.