



# MOTOROLA CLP TWO-WAY RADIO

MORE DINERS SERVED. MORE COMFORTABLE DINING EXPERIENCES.



## PRODUCT

- Motorola CLP Two-Way Radios

## BENEFITS

- Comfortable to wear
- Easy to use
- Stylish design
- Durability and long life

Restaurant guests expect a relaxed, comfortable dining experience, without seeing or hearing the many efforts that make it happen. Meeting this expectation requires instant communication that seamlessly coordinates the unseen resources needed to please your guests. The right communication tool can help ensure that tables are ready, that guests are seated promptly, and that all the elements of good service always meet customer expectations.

Two-way radios are an indispensable tool for helping restaurant managers and their staff stay connected, improving service and enhancing the customer experience. However, traditional two-way radios have both functional and aesthetic limitations that are less than ideal for restaurant environments.

Motorola consulted with an array of restaurant managers to better understand how they use their current two-way radios.

Restaurant staff told us there are three key design elements that would improve their efficiency and deliver an enhanced customer experience:

- **Comfort** — more ways for staff to wear the radio comfortably
- **Performance** — clear, strong audio performance to breakthrough the noise of the kitchen and dining room
- **Image** — sleek yet durable styling that promotes the restaurant's flair and personality

This specific input provided the foundation for the design of the new Motorola CLP two-way radio, the first two-way radio designed specifically for the demanding, fast paced restaurant environment.

**USE CASE**  
MOTOROLA CLP TWO-WAY RADIO

**STYLE, FUNCTION AND CLEAR, DISCREET COMMUNICATION IN RESTAURANT SETTINGS.**

The insights of restaurant staff helped address issues such as comfort, streamlined design, audio performance, ease of use, and style.

Restaurant staff want a two-way radio that is comfortable and easy to wear. Wait staff and host/hostess attire and uniforms vary widely, yet current two-way radios can only be worn on a belt. The Motorola CLP offers flexible wear options — a unique magnetic carrying case that allows users to clip CLP nearly anywhere (e.g. lapel, dress shirt pocket, waist band), and a traditional belt clip holster.

Current two-way radio designs are often bulky and cumbersome, with protruding antennas and boomstyle headsets. The Motorola CLP is both compact and durable, measuring about the size of a typical business card. CLP's embedded antenna gives it an unobtrusive, sleek shape and the minimized moving and protruding parts ensure it can survive heavy and demanding utilization.

CLP can be paired with a variety of small wired earpieces enabling private communications amongst employees without your guests overhearing their conversations.

Clanging silverware and clattering dishes, loud music and many conversations can lead to miscommunications — missed orders and mistakes. The Motorola CLP offers clear, strong audio performance, so it's easy to hear whether a table has been cleared, when an order is ready, or respond to a customer request. And the one-button, push-to-talk operation offers easy access for restaurant staff to communicate effortlessly while multi-tasking in hectic and fast-paced environments.

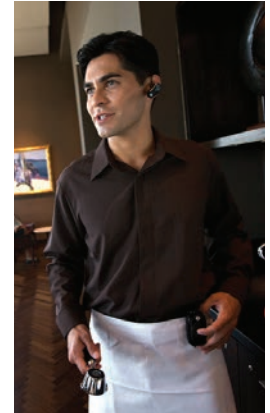
There's a learning curve for most two-way radios that can require training. The Motorola CLP provides a robust, yet intuitive feature set that virtually eliminates elaborate training that can impact operating costs. Easy programming allows customization of radio settings to accommodate

special events, adjust workforce priorities, and provide exceptional guest service.

In addition, two-way radios can be loud and often create a less than stellar impression. The Motorola CLP's earpiece allows staff to clearly hear communications without disturbing nearby customers. The contemporary design is unobtrusive and subtle yet it makes a strong style statement. It also offers the option of custom faceplates to complement uniforms and décor.

**PRODUCTIVITY WITH PERSONALITY MEETS PROFITABILITY.**

Improved two-way communication facilitates collaboration and empowers restaurant employees to make better and faster decisions, leading to improved efficiency, profitability, and an enhanced customer experience. Teamwork flows when the wait staff, kitchen staff, bartenders, hostesses, and managers can all stay connected. Guests are seated faster, there is more efficient table service, special requests are accommodated, and tables turn faster. CLP is the first two-way radio truly designed to overcome the obstacles that restaurant team members have long encountered. It helps them to be more comfortable, stylish, and efficient as they eliminate errors and enhance the customer experience. Finally, the durable CLP is a smart investment because there are no installation fees, no monthly costs, or no per-minute charges.



*“Clear communication amid restaurant noise is vital to meeting diners’ needs. We designed Motorola CLP so users can hear each other without distracting guests.”*  
— **Motorola Design Engineer**



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