



# CUSTOMER ASSISTANCE

## Faster Service = More Sales.

Nothing irritates—and loses—a customer more than needing assistance and no one is around. Make sure that doesn't happen with the wireless Butler II and Push For Service systems. With these durable and user-friendly systems, your customer just presses a button and your staff can be there right away.

- Increases customer satisfaction
- Improves staff response time and efficiency
- Eliminates intrusive overhead paging

### Butler II

The low-cost, short-range paging solution. This slim unit attaches to almost any surface and comes in one and five-button models. Each button can be programmed to silently alert a staff member or manager wearing an LRS Alphanumeric Pager.

It's also perfect for your employees. Mount a Butler II near each cash register so they can call for immediate manager assistance. That way, checkout lines move faster so more sales can be processed in a shorter time.

### Push For Service™

If you need greater range, then this unit is for you. Perfect for larger retailers, PFS will reach staff members within one mile. The three buttons on this unit can each be programmed to send a specific message. It can also be programmed for single-button operation.

PFS also monitors the efficiency of your staff. If a customer doesn't receive help within an acceptable time period, the system notifies a manager wearing an LRS Alphanumeric Pager.

### Applications:

- Every In-Store Department
- Locked Product Cases
- Dressing Rooms
- Service Counters
- Salons & Day Spas
- Grocery Stores
- Pickup Areas

### Rechargeable Alphanumeric Pager

- Works with Butler II and Push For Service
- 20 character display
- Rechargeable NiMH battery



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[www.lrs.eu.com](http://www.lrs.eu.com)

## Why You Need LRS Paging Systems

### Experience

Since 1993, LRS has been the leading supplier of in-store staff and customer paging systems by providing the most effective solutions and listening to the needs of our customers. Now we also offer other products designed to increase gift card sales and collect real-time customer marketing data.

### Innovation

LRS has 17 patents on our products, and we offer more options than anyone else. Tell us what you need and we'll provide a system to help you maintain customer satisfaction, increase sales and improve staff productivity.

- **Longer Lasting, Rechargeable Batteries:** Our Nickel Metal Hydride batteries on all our rechargeable pagers last much longer (around five years) and don't suffer from "memory" problems like other pagers. No need to turn them off and no more dead pagers.
- **Anti-Theft Mode:** There is also a reminder tone in our pagers that let customers know if they have taken the pager out of your store. LRS transmitters can also send out an "Auto Locate" page to find any lost pagers within your store or building.
- **UHF Technology Increases Range:** Even the largest retail operations can use our pagers. We utilize Ultra High Frequency (420-470 MHz) technology that provides the best range and reliability available in a pager. This technology gives you a range of up to one mile — far superior to a 27 MHz system.

### Quality

LRS is an engineering and manufacturing company. All of our products are designed and assembled by us. We closely control quality, and we design pagers with features that are important to you.

- **Durable and Rugged Pagers:** Our rechargeable pagers have no buttons, battery doors, crystal screens or directly attached clips to break off. They're made of extremely durable Lexan plastic with no exposed screws to prevent tampering.
- **Separate Pager Holsters:** Instead of attached belt clips that break easily, our rechargeable pagers are carried in separate pager holsters. This eliminates broken belt clips as well as the need to return an entire pager for repair.

### Value

LRS has always been the leader in value-driven products. We guarantee the most features for the greatest value. Plus, when you factor in your increase in sales due to improved customer satisfaction and staff productivity, our pagers are virtually priceless.

- **24/7 Technical Service:** Our service department is available 24 hours a day, 7 days a week to answer any question you may have — even on holidays!
- **Warranty:** We stand behind the quality of our pagers and provide a full two-year warranty. Extended and lifetime warranties are also available.

## KEEP CUSTOMERS IN STORE BUYING MORE



RETAIL CATALOG

Staff Paging

Customer Assistance Buttons

Two-Way Radios

Customer Paging

Gift Card Dispensers

Marketing Surveys



The Innovation Leader of In-Store Paging Systems



# STAFF COMMUNICATIONS



# CUSTOMER PAGING



# GIFT CARDS & MARKETING

## NetPage

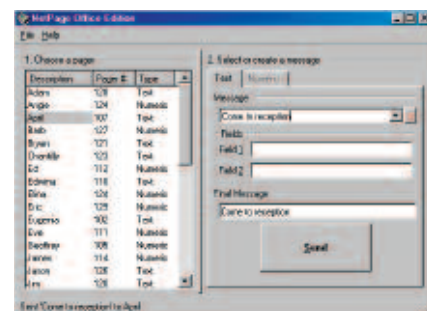
- No monthly fees
- Remembers custom messages for easy pull-downs
- Supports as many as 9,999 LRS pagers
- USB interface



## Keep Your Staff Connected - Always.

### NetPage PC Paging System

Everyone in your store can now instantly page each other right from their PC or laptops. Send detailed text messages to any individual or entire departments. No one ever has to miss an important message again.



- Messages delivered instantly to LRS pagers
- Page individuals or entire departments
- Reduces customer hang-ups
- Eliminate overhead paging
- Simple to use:
  1. Click on name
  2. Type in message
  3. Click Send

## Telephone Interconnect

- No monthly fees
- Page from any on-site phone
- Supports as many as 9,999 LRS pagers
- Easy to use



### Telephone Interconnect

With our T7450 Trinity transmitter you and your staff can now page each other using any telephone in your building, as well as from their voicemail\*.

- Page individuals or entire groups wearing an LRS pager
- Send pre-canned text messages
- Simple to use: Just enter a code into your telephone, the transmitter sends the page, and the pager vibrates or displays a message

### LRS Two-Way Radios

Get reliable two-way communication with our line of radios, headsets and accessories. Designed with business productivity in mind, they are perfect for today's larger, fast-paced retail and service operations. Our radios provide one watt of power, up to four channels, 56 selectable frequencies available and 121 interference eliminator codes and more. It's powered by a Lithium ion battery.



#### Suggested Applications:

- Large Department Stores
- Shopping Malls
- Warehouse Stores

## Alphanumeric Pager

- 250 character display
- Auto off/on feature
- Operates on one AAA battery



## Coaster Call®

- Most popular customer pager on the market
- Customizable labels available
- Patented stack charging
- Durable rubber bumper



## Adver-Teaser®

- Only pager on the market with a double-sided space for advertising
- Use the business-card sized advertising space to promote your store
- One-piece construction means no broken handles



## Cell Phone Paging

- Send pre-canned audio messages to cell phones with our T7450 transmitter (phone not included with system)



## Let Customers Shop While They Wait.

Don't lose potential sales because your customers have to stand around waiting for assistance. Give them the freedom to shop while they wait with these convenient, easy-to-use in-store pagers.

Our customer paging systems are also available to rent during the busy holiday shopping seasons.

- Eliminates intrusive overhead paging
- Increase customer sales while they wait
- Ensure customer security and privacy
- Enhance customer service
- Built-in anti-theft mode keeps pagers from being taken

### Transmitters

Two customer paging transmitters are available: The T7400 and the T7450 Trinity. The T7450 can even send pre-canned audio messages to your customer's cell phones.

Cell phone paging is the great way for express service companies and departments (photo, eyeglass, etc.) to let customers know when their items are ready to pick up. It's also perfect for gift wrap, repair and other in-store departments.

#### Suggested Applications:

- Department Stores
- Boutiques
- Express Services (Eyeglass, Photo)
- Warehouse Stores
- Malls
- Food Courts
- Service Departments
- Salons
- Pharmacies
- Tire & Lube Centers



## EZ Card

- Easy to use
- Holds up to 250 of your non-programmed cards
- 10.4" Color Touchscreen LCD
- Plugs into your standard ethernet network
- Install on a wall or use our optional floor stand
- Built-in receipt printer
- Size: 25" x 14.5" x 6"

## Increase Gift Card Sales - Automatically.

Increase gift card purchases and free up your sales staff with EZ Card, the convenient, automated gift card dispenser. This self-service unit lets customers purchase cards of any amount without bothering your sales staff.

- Promotes impulse purchases
- Increase same-store sales and promote customer loyalty
- Use it to sell more cards at off-site locations
- Reduce labor needed during holiday seasons
- Prevents gift card fraud
- Displays up to five video advertisements
- Loaded gift cards may be swiped to determine remaining balance
- Includes a survey function that measures customer satisfaction
- Collects e-mail addresses so you can let customers know about upcoming sales, new products and promotions

## The Informant

- Quick and easy to use
- No PC required - only a phone line or Internet connection
- Automatic data transfer
- Patented stack charging
- Tray Dimensions: 8" x 6" x 3/4"



## Powerful Customer Marketing Tool.

Why waste time with old style comment cards when you can use a full-fledged customer marketing program that's just as easy to use? Presenting the Informant — the most powerful electronic customer-marketing tool available. It's the quick, economical way to effectively monitor customer opinions.

- Increase customer satisfaction and loyalty
- Get customer opinions while they are still in the store
- Faster customer feedback than other survey programs
- More effective than Secret Shopper, 800 numbers or other programs
- Our professional design staff will customize a survey to meet your needs
- Surveys can be changed or updated as needed (optional)
- Daily reports show performance levels of individual staff members
- Multiple-store reports can be broken down by area or region
- Collects customer e-mails you can use to promote your store
- Confidential survey results that only management sees

