SMART RETAILERS NEED SMART TECHNOLOGY

Enhance the **customer experience**

Increase **staff productivity**

Transform your **ROI**

Flexible solutions

Dedicated **help desk**

ABOUT CST

Call Systems Technology Ltd (CST) specialise in innovative communication technology and software solutions that transform and enhance the retail and hospitality experience – for both customers and operators. As communication partners to over 15,000 system users, we believe our success stems from our ability to listen to and understand customers' on-site communication requirements. Our ethos of working with and working for passionate people in the industries we serve is second only to our innovative technology and world class customer care.

CALL BUTTONS

Strategically located within retail stores, call buttons enable customers to request service with just one press, enhancing both profits and guest experience. Placed in fitting rooms, buttons allow customers to easily request their correct size or another colour rather than leaving the store without purchasing. Alternatively, buttons located by locked display cabinets or by hard to reach items allow shoppers to seek assistance without searching for a member of staff. Once a call button is pressed, a signal is transmitted directly to a panel or pager notifying staff of the exact location of the request, increasing productivity and improving customer service.

> "There's less irritation all round now we've installed call buttons. It used to be a nightmare here in busy periods, but now staff know exactly where to go and when."
>
> **Ek Maya**

TWO-WAY RADIOS

The exceptional sound quality of two-way radios allows team members to effectively communicate across shop floors, stock rooms and offices. Noise suppression technology filters out external sounds to ensure messages are always precise, even in the busiest location. Staff members no longer need to be in one central location to communicate, perfect for stores spread over multiple floors or for retailers with extensive stock rooms. Radios allow staff to uphold the highest level of customer service, whilst maintaining a peaceful shopping experience by eliminating the need for loud intercom announcements. The use of two-way radios is also a great tool to enhance safety and security in cases of shoplifting or evacuations.

> " Productivity improved almost immediately. It makes the whole in-store customer service experience much more professional and productive. It increases the amount of time our assistants can spend with customers."
>
> **Mothercare**

ALARMCALL

Upholding the safety of shoppers and staff is paramount for retail stores, however false alarms can be especially costly for the sector. From abandoned trollies and stock losses to false alarm fees from local authorities one false evacuation can cost a retailer thousands of pounds. Offering an innovative solution is the AlarmCall paging system, designed to prevent unnecessary evacuations without compromising safety. When an alarm is triggered, the system immediately indentifies the location of the alarm and notifies a designated person, so they can establish its validity. If the alarm proves to be false, it can be cancelled before any signal is made to shoppers and staff to evacuate.

False fire alarms accounted for 40% of all incidents attended to by UK Fire Rescue Services in 2016/17.

Did you know people are reluctant to join a queue of more than six people? Customer pagers allow you to introduce shoppers to the invisible queue, whilst creating a physical tie to your store, industry proven to result in fewer customers leaving empty handed simply because they see a queue. Utilise pagers across a range of departments including cashier desks, in-store collection points and fitting rooms to minimise lengthy lines and improve the customer flow. Retailers with crèche or child minding facilities can also use pagers to put parents' minds at ease whilst shopping. Customers are free to continue shopping, rather than becoming agitated in a queue, which in turn encourages additional spend and boosts revenue.

> " The pagers have the benefit of allowing parents to shop in peace. They know that if their child becomes upset they can be contacted immediately. "
>
> **IKEA**

Gen2 is a revolutionary real time messaging software solution that unifies all communication channels. The server based system directs messaging between staff whilst integrating with equipment and controls. Taking data from fire panels, call buttons and CCTV systems, Gen2 routes them to the desired contacts, either an individual or an entire group. Whether it's a customer update or a safety alert, you can be confident the right people will receive the information. Users have complete control; messages can be easily formulated using the Qwerty keyboard or can be chosen from a pre-set list. Shorcuts can also be added, allowing users to send a message with one click.

> **"** Every hotelier knows communication is key to running a successful operation. Gen2 has helped us to better connect our teams with each other as well as to our guests, ensuring we continue to offer the very best customer experience.**"**
>
> **Handpicked Hotels**

KNOWN BY THE CUSTOMERS WE KEEP

Waitrose

Argos

BURBERRY

IKEA

MARKS & SPENCER

John Lewis

ASDA

Ann Summers

JD

TOPSHOP TOPMAN

mothercare

WHiTe StuFF

The O₂ arena

Carrefour

Arcadia

Hand PICKED HOTELS
BUILT FOR PLEASURE

SNOW + ROCK

DOROTHY PERKINS

Specsavers

BURTON

PRESS
FOR
ASSISTANCE