



MOTOROLA CLP TWO-WAY RADIO

IMPROVES COMMUNICATIONS, ENHANCES THE GUEST EXPERIENCE



PRODUCTS

- Motorola CLP Two-Way Radios

BENEFITS

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

Whether traveling for business or pleasure, hotel guests expect a quiet, well-managed environment for working or relaxing. With increased competition for both business and vacation travel dollars, delivering a stress-free and pleasant guest environment is more important than ever. Hotel staff must communicate rapidly and seamlessly to ensure smooth arrivals and departures, efficiently handle luggage and transportation issues, and quickly respond to guest requests for service and information. And they need to do all that while presenting a “no problem, can-do” image.

Two-way radios are an indispensable tool for helping hotel managers and their staff stay in constant communication, improving service and enhancing the guest experience at their property. However, traditional two-way radios have both functional and aesthetic limitations that sometimes impede a great guest experience.

Motorola consulted with hotel managers and staff to better understand how they use their current two-way radios. They told us that meeting the needs of a fast-paced hospitality environment requires a solution that offers:

- **Comfort** — more flexible ways to wear the radio comfortably
- **Performance** — clear, strong audio performance to breakthrough background noise and preserve privacy
- **Image** — sleek yet durable styling that promotes the hotel’s profile and image

Their 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 hospitality environment.

USE CASE

MOTOROLA CLP TWO-WAY RADIO

FUNCTIONAL, CLEAR AND STYLISH COMMUNICATIONS FOR HOTEL STAFF.

The specific insights of hotel staff helped Motorola designers address issues such as comfort, streamlined design, audio performance, and ease of use.

Hotel managers and staff need a two-way radio that is comfortable and easy to wear. Staff attire requirements and even uniforms vary widely from one hotel to another. The Motorola CLP offers flexible wear options — a unique magnetic carrying case that allows users to clip the Motorola CLP nearly anywhere (e.g. lapel, dress shirt pocket, waist band), and the traditional belt clip holster.

CLP is the first two-way radio truly designed for the demanding, fast-paced hospitality setting. Dangling wires are a nuisance and can be an unsightly blemish on a stylish staff outfit in a nice hotel. Bluetooth® technology* eliminates wires while providing handsfree operation, allowing hotel staff to multi-task and provide superior customer service. CLP is both compact and durable, the embedded antenna gives it an unobtrusive, sleek shape, and the minimized moving and protruding parts ensure it can survive heavy and demanding use.

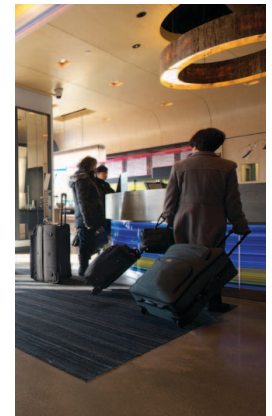
Faster communication means reduced guest wait times. CLP paired with a small earpiece enables private communications, allowing staff to collaborate and coordinate without guests overhearing their conversations. The Voice Assisted Operation discreetly announces feature status through the earpiece for an eyes off hands on experience.

With CLP's one button push-to-talk operation, communication is simple and natural, and the new Smart Status Glow feature provides visual cues for at-a-glance status information. For the first time, employees can concentrate on the task not the technology.

In addition, the durable Li-Ion batteries provide up to 14 hours of talk-and-listen time for dependable service over long hotel shifts. The CLP single-unit chargers are designed to be space-saving, while the multi-unit chargers handle up to six units simultaneously and provide a convenient pocket to store the earpiece. They also can be wall mounted to save counter or desk space.

PRODUCTIVITY WITH PERSONALITY MEETS PROFITABILITY.

Improved two-way communication facilitates collaboration and empowers hotel managers and staff to make better and faster decisions, leading to improved efficiency, profitability, and an enhanced guest experience. With the Motorola CLP, an atmosphere of teamwork is evident throughout the hotel property, as everyone can stay connected, and guests benefit from the efficiency the staff demonstrates in meeting their needs. CLP is the first two-way radio truly designed to overcome the communication challenges that hotel managers and staff have long encountered. It helps them to be more comfortable, stylish, and efficient as they enhance the business or leisure experience of their guests. Finally, the durable Motorola CLP is a smart investment because there are no installation fees, no monthly costs, or no per-minute charges.



"CLP provides many wearing options to complement hotel uniforms and attire. It helps staff look professional while delivering a higher level of service."
– Motorola Design Engineer



For more information on how the Motorola CLP Two-Way Radio can enhance your hospitality/hotel property, [contact your authorized Channel Partner](#) or call **1-800-367-2346, Ext. 1555**.

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