USE CASE

JPS

RSP-Z2

THE STORY

Customer satisfaction with brick-and-mortar retailers often comes down to availability of goods and the quality of interaction with store employees. While many retail tools address the first through inventory management, the second is often more memorable for the customer. Consider how many of us have found ourselves at the register seemingly unable to buy something because the sticker or inventory tag fell off somewhere. High quality employee-customer interaction matters, and the key to it is intra-employee communication.

Push-to-Talk over Cellular (PoC) can meet some of this need by assigning employees to talkgroups or channels on an app. However, smart devices are not practical for all employees, such as those working in dusty conditions or those who need to wear heavy work gloves. For those employees, a radio is by far the superior solution. The only question most retailers have is how to get these two very different device types talking to each other?

RSP-Z2

APPLICATION
Push-to-Talk over Cellular (PoC) Integration

SCENARIO
Integrating Radio and PoC to Enhance Employee Communications at a Big Box Retail Store

STORY

Retailers today need a solution to easily communicate from anywhere in the store and improve the customer experience.

Challenge

How to connect PoC talkgroups with radio communications in the warehouse.

Solution

Deploy JPS RSP-Z2 devices to integrate Radios with PoC applications.

Benefits

Reliable, inexpensive, easy-to-use solution for hardworking environments.
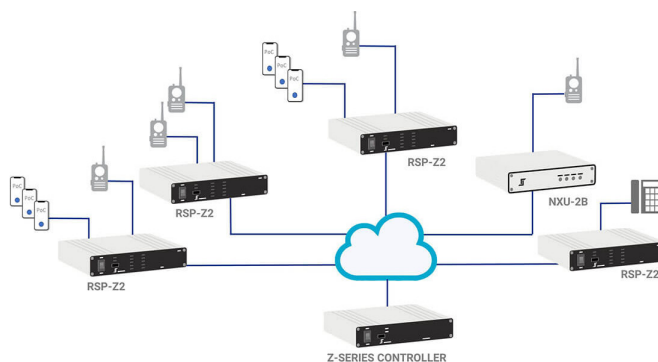
THE SOLUTION

The RSP-Z2 Dual Channel Gateway allows radio users and Push-to-Talk over Cellular (PoC) users to be in direct communication with each other. Take the example of a home improvement store. In front, sales associates and other personnel can carry PoC devices. In back, where merchandise is in constant flux, employees are wearing gloves and will find a portable radio easier to manage. Located somewhere on site is an RSP-Z2, to which is connected one of the radios. When any of the radio users on that channel speaks, the RSP-Z2 "hears" it, just like everyone else with a radio. At the same time, the RSP-Z2 is also virtually connected to the PoC talkgroup or channel, and "hears" those users as well. In its role as a gateway, the RSP-Z2 provides a transparent connection or back-and-forth between the two device types. A radio user speaks and all radio users and PoC talkgroup users hear it right away. One of them responds, and everyone on both systems hears it. The conversation flows seamlessly between the two device types thanks to the RSP-Z2.

Additionally, since the RSP-Z2 has connections for two radios, there is room to be creative. For example, online ordering with in-store pickup has become widely adopted but can be unwieldy to coordinate on site. Solve this by creating a second link for order pickup. Connect a second radio to the RSP-Z2. The second radio is set to a different channel from the first and is for employees working in order pickup. Through the RSP-Z2, it connects to an order pick-up talkgroup or channel on the PoC devices. As with the first radio to PoC connection, conversation between the two device type users is seamless.

THE RESULT

Since the RSP-Z2 is capable of several different configurations and can link with a variety of device types, other options abound. Instead of a second dedicated link for order pick-up, some retailers may find it more important to have a SIP phone or an MCC Console connection brought into a three-way link with the radio and Push-to-Talk over Cellular (PoC) device users. The RSP-Z2 can do this and more, adapting to a retailer's current needs.

KEY BENEFITS

+ Reliable, inexpensive, easy-to-use solution for hardworking environments.

+ Flexibility in device types and in system configuration and use.

+ Radios and the RSP-Z2 Gateway have no monthly fees and require fewer device updates.