



Strategic Distributor for  
**HME Wireless®**

# CustomerCall™

## Retail Paging System



### Smarter service, better communication

Call Systems Technology's leading CustomerCall™ Paging System immediately improves customer service and operator efficiency. CustomerCall has built-in basic queue management capabilities and is able to estimate wait times at no extra charge – an industry exclusive. The patented renumbering system saves time and money, making it easy for you to program, stock and re-order customer pagers.

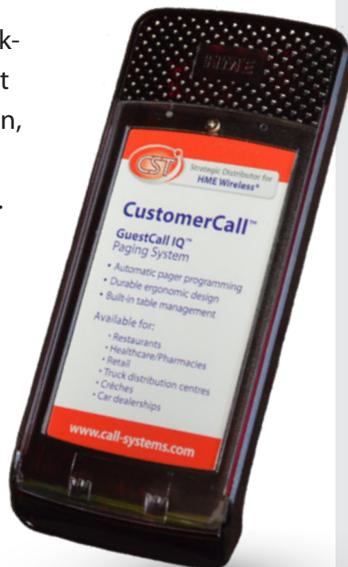
### Increase sales

Customers are free to browse the shelves instead of standing in a queue. This can result in increased sales as customers have the opportunity to shop while they wait.

The CustomerCall system also reduces walk-aways. Customers are less likely to walk out due to frustration from queuing. In addition, the pagers provide a physical link to the store and customers feel obliged to return.

### Wait time estimation

Only a CustomerCall Base Station can estimate wait times at no extra charge. Wait times are automatically calculated. With more accurate estimates in hand, you will reduce walk-aways and improve the customer experience.



## Smarter paging for more satisfied customers

### The 'invisible' queue

With CustomerCall, retailers gain clearer and less congested shop floors without visible queues. Simply hand waiting customers a CustomerCall IQ pager and it records their position in the queue. They can then wander where they wish until they are alerted to return by the pager's vibrations, lights and tones. This helps manage customer flow so staff can concentrate on providing a high level of customer service.

## The pagers are ideal for

- ✓ Customer services counters
- ✓ Fitting services
- ✓ Electrical departments
- ✓ Beauty counters
- ✓ Wedding services
- ✓ Kitchen departments
- ✓ Children's shoe departments
- ✓ And anywhere else queues form

## Additional pager options available



### Paddle pager

Numeric pager vibrates and flashes when paged. Available with customised branded paddle.



### EuroCoaster

Digital coaster pager, which flashes, beeps and vibrates.



### Transceiver IQ Base Unit

This device can be used with all UHF CST pagers. It has built-in seating management when used with our handheld TableScout® table status device. It has a large, menu driven display that shows open and seated tables along with estimated waiting time.



## Improved shopping experience

CustomerCall reduces loudspeaker announcements, giving shoppers a more conducive ambience for browsing and buying.

Better yet, staff will spend less time searching for customers and more time delivering excellent service. Satisfaction increases as customers have a good experience as soon as they walk in the door.

## It's never been easier to use

CustomerCall's exclusive renumbering system automatically renumbers CustomerCall IQ pagers at the touch of a button. Simply place them in the interchangeable charger slots at the end of the day. No more tracking numbers to see which ones are missing, or ending up with duplicated pagers when reordering.

“Implementing CST's CustomerCall paging system in our business has proved enormously successful for us.”

Distributed by:



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Call Systems Technology is the exclusive  
EMEA partner for HME Wireless®