



WIN BIG WITH DIGITAL RETAIL COMMUNICATIONS

**FANATICS ELEVATES ITS GAME WITH MOTOROLA
SOLUTIONS DLR DIGITAL RADIOS**



CUSTOMER PROFILE

FANATICS
NEW YORK, NY

INDUSTRY

Retail

25,000 square-feet



SOLUTIONS

- DLR1020 two-way digital business radios
- HKLN4604 lightweight, swivel earpieces
- PMLN7136 12-pocket multi-unit charger

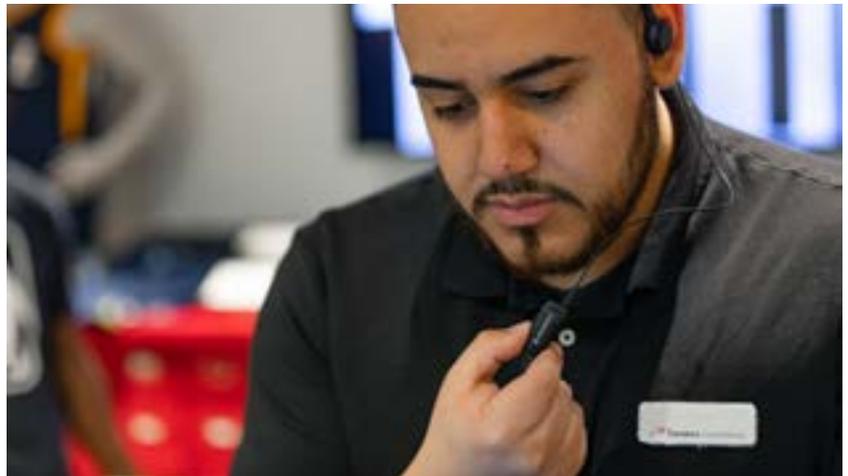
FEATURES AND BENEFITS

- Clear audio and improved radio coverage among employees — from the sales floor to the stockroom and everywhere in-between
- Enhanced customer engagement with access to real-time product information allows sales associates to find answers without leaving customers
- Secure, digital coverage to boost security for high-profile events, such as player appearances
- Private, one-to-one communications, ensuring only the intended audience hears the conversation and opens up lines of communication with other associates

For serious sports fans of all ages, Fanatics is the destination to shop for the latest team apparel and merchandise. The global leader in licensed sports sales, the company operates more than 300 online and physical stores, powering the e-commerce business for major American professional sports leagues. It also handles e-commerce for large media brands, plus more than 200 collegiate and professional team properties.

In 2015, the company was approached by one of the largest professional sports leagues to operate a 25,000 square-foot flagship store in New York City. The three-floor space offers the widest selection of league merchandise, such as jerseys, footwear, novelties, and exclusive gear. The store has become a marquee destination, going well beyond just a shopping experience. It showcases historical league memorabilia, displays state-of-the-art interactive technology and programming on TVs throughout the store, and hosts high-profile player visits.

Fanatics wanted to evolve its communications technology to keep staff better informed and coordinated, ultimately creating a memorable experience for everyone who walks through the door at the flagship store.



THE CHALLENGE

SPOTTY COVERAGE HINDERS REAL-TIME CUSTOMER SERVICE

When customers ask about the availability of a particular item, or have other questions, Fanatics wants to get everything answered and get the requested item into guests' hands as fast as possible. To provide answers in real-time, on-floor staff must be able to quickly communicate with stockroom employees and others throughout the store.

Employees at the flagship store were using analog radios, which created coverage challenges for employees outside of the main merchandise floors. For example, when employees were in the stock room, on the basement level, or in the footwear department there would be dead spots, leaving staff frustrated and turning to personal cell phones and store phones as a backup.

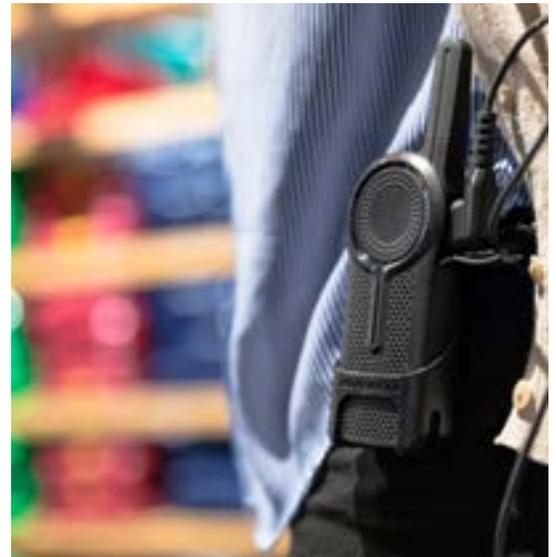
"Our analog radios were slowing down communications, which was not conducive to a smooth operation — particularly on the store's busiest days," said Mike Moran, Fanatics VP of Retail Operations. "We always strive for a seamless customer experience and we simply did not have the technology in place to support that mission."

CLARITY ISSUES SLOW DOWN SERVICE WHEN IT'S NEEDED MOST

Fanatics attracts huge crowds of shoppers, particularly during the holiday season and for special events, such as autograph signings by professional players. To prevent overcrowding, the store regulates the number of people who can enter at one time. This means there are times when visitors are required to wait outside in a cordoned area until there's enough room inside the store.

Located in the heart of New York City's shopping district, the area in front of Fanatics is often bustling, filled with pedestrians, motor vehicle traffic, and occasional roadwork and construction. At times, constant noise and analog network interference issues made it hard to hear discussions.

"There were times when we would have radio coverage, but the voice transmission was so distorted it made communications impossible," said Moran. "Clarity issues were ongoing, particularly if there was construction taking place around our store location."



SEAMLESS COMMUNICATIONS REQUIRED FOR SEAMLESS SECURITY

The flagship store is much more than an apparel shop, it's an experiential destination offering a calendar full of special events, including professional player appearances, private parties, autograph sessions, and book signings. These events often draw huge crowds, requiring elevated security and swift coordination among Fanatics staff and often outside security. Ensuring security at the store for customers, employees, and professional athletes is a top priority.

However, Fanatics' existing radios were analog, so signal reliability suffered at longer ranges. As the radio signal got further out of range, users were forced to repeat messages. This limited their ability to support seamless and continuous communication among security teams, who often need to communicate with colleagues over longer distances.

THE CHALLENGE

PRIVATE EXCHANGES NEEDED TO STAY PRIVATE

One of the biggest challenges Fanatics faced with its existing analog radio system was a lack of private communications. The company's analog radios had two main lines, one used for managers and another for the loss prevention team, focused on mitigating theft within the store. Often, lines of communication could inadvertently get crossed. Due to these limited analog frequencies, employees found themselves suddenly hearing conversations not meant for them or others listening to their conversations, causing confusion, a delay in important communications, and inefficiencies for everyone.

"We would switch to another line and would have no way of knowing if anyone was on the line — without warning, you could be broadcasting to everyone," said Moran. "Someone would be talking and suddenly another person would chime in and say, 'We heard that.'"



THE SOLUTION

Fanatics used Motorola Solutions DLR1020 two-way digital business radios, relied on by thousands of leading retailers, to keep service levels at an extremely high standard. The radios greatly improved communication among store associates and managers, creating a powerful, real-time flow of information.

The store also used HKLN4604 lightweight, swivel earpieces for employees, as well as the PMLN7136 12-pocket multi-unit charger, which allows the store to charge a fleet of up to 12 DLR radios, or six radios and six batteries, at once.

Fanatics worked with their Motorola Solutions authorized reseller, LNL Systems, to determine the products needed to meet Fanatics' strict requirements. LNL is a trusted supplier of Motorola Solutions business radios for some of the nation's largest retail brands. With the help of LNL Systems, Fanatics employees were quickly up and running with their new radios following a brief on-site training session.

"The transition from analog to digital was seamless," said Moran. "Our employees were off and running, instantly benefiting from the improved signal range, battery life and audio quality."

THE BENEFITS

THE END OF DEAD SPOTS: UPPING THE CUSTOMER SERVICE GAME

On a typical day, Fanatics has approximately 45 sales associates, plus managers, in the store with 10 to 12 people using Motorola Solutions radios at any given time. Whether handling a request for a different size product, or checking the availability of a ship-to-home item, now employees never need to leave the customer's side, greatly elevating service. Communications are reliable from the main merchandise floors, to the stockroom, basement level, and everywhere in between.

"We want our associates to be empowered with accurate answers and attentive service — and for our customers to expect that high level of responsiveness," said Moran. "With Motorola Solutions DLR digital radios, we don't have to repeat ourselves and we have longer range, allowing everyone to get the information ASAP while improving our customer focus."

"The days of having to say, 'I'm sorry ma'am, I'll have to call the manager over' are gone," said Moran. "Now we get answers immediately and are able to service customers faster and more efficiently. Plus, it's much more professional than looking down at a personal cell phone."

CLEAR COMMUNICATIONS, EVEN DURING PEAK SHOPPING TIMES

With DLR digital technology, radio users can communicate clearly up to the edge of coverage, without the static often found on analog radios. Voice communications are louder and more crisp for Fanatics employees anywhere in the store. Voice clarity is pristine even on the sidewalk outside the store, during peak shopping times and fan experiences.





THE BENEFITS



“The biggest difference during the holiday season now compared to the past is that we’re simply faster and more effective because we don’t have to repeat ourselves,” said Moran. “An employee was running an errand a block and a half from the store and the Regional Manager chimed in with a request. The employee was surprised that the manager’s voice was as clear as if they were 20-feet away.”

COORDINATED SECURITY AND CROWD CONTROL

When a high-profile athlete recently signed with a new team, Fanatics was ready and waiting. The store had 1,000 of their jerseys available for sale and word traveled fast. Soon, 750 people were waiting to be let in to the store. This can be a routine occurrence, as the store regularly welcomes professional players and other celebrities, causing large crowds to gather. With DLR digital radios, Fanatics is able to reliably coordinate security teams, even towards the outer edges of signal strength.

“Reliability is critical for these types of events, as we may have additional security staff on site who will use our radios,” said Moran. “Constant communications are a must to maintain top-notch security and crowd control outside and throughout the entire store, particularly when high-profile guests are involved.”

“Our DLR digital radios are easy to share with visiting security staff,” continued Moran. “They pick them up and are instantly able to communicate with our team.”

KEY FEATURES FOR INSTANT, PRIVATE, AND DIRECT COMMUNICATION

Motorola Solutions DLR digital radios instantly solved Fanatics’ privacy challenges. Now, employees rely on the radios’ Private Reply feature, which allows them to talk one-on-one instead of replying to a large group, taking conversations off of the main channel and removing the possibility of unwanted cross-chatter. With Direct Call, they can easily reach a specific individual, without first broadcasting to the entire group. Plus, with Instant Mute, they can immediately lower the radio’s volume without disturbing customers. In addition, Fanatics is leveraging the radios’ talk permit tone, eliminating people talking over one another, as users wait for a beep before responding.

“Especially in peak holiday season, keeping our teams connected discreetly and efficiently is critical,” said Moran. “When multiple people are using the radios at once, streamlining communications through the building is a huge advantage, helping us elevate our customer service, enhance security, and keep our teams connected.”

“With Motorola Solutions DLR radios, we say it once and it’s done,” said Moran. “With the clarity, range, and direct communication features, we can turn our attention to where it needs to be - the customer.”



For more information on DLR Series and other Business Radios from Motorola Solutions please visit www.motorolasolutions.com/retail, or contact your Motorola Solutions Authorized Business Radio Reseller for more information.



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