Revolutionising **retail:** The benefits of **PTToC** technology

Imagine an environment where retail, warehouse and delivery teams communicate seamlessly, security responds instantly to threats, and operations flow with clockwork precision…

With availability of 99.999%, Mobile Tornado's push-to-talk over cellular solution allows staff to maintain seamless communication at all times. This increases operational efficiencies, enables better coordination of personnel, improves customer service, improves logistics and increases security. It also enhances the safety of both staff and customers by enabling a speedy response to incidents.

Crystal-clear communication, regardless of geographical location

By using cellular networks and WiFi, PTToC enables instant, reliable communication across greater geographical distances than traditional two-way radio. This allows reliable communication between stores, warehouses, offices, distribution centres and delivery staff, across regions and even countries, improving coordination and efficiencies for retailers.

One-to-one and one-to many communications at the touch of a button

Using Mobile Tornado's PTX application, individuals and groups of 10,000+ participants can instantly talk to each other and share written messages, images, videos and files, securely, at the touch of a button, wherever they are in the world. This increases operational efficiencies by making it possible for store and warehouse managers and employees to relay critical information to individual team members or entire teams, enabling the quicker and more efficient dissemination of information, speeding up decision-making and operational adjustments, if required.

Enhanced customer service

Mobile Tornado's PTX application enables better coordination between different departments and locations, leading to improved customer service in terms of finding products, checking stock, getting assistance, handling returns and so on.

If there is a sudden increase in customers, store managers can instantly broadcast a message to all staff on the shop floor to reallocate staff, reducing queues and ensuring a swift response to customers.

Improved response times in emergency situations

In the event of an emergency incident, such as threatening behaviour or a medical emergency, staff can press an SOS button, enabling help to be sent immediately.

PTToC also enables improved coordination in situations like store evacuations or large-scale disruptions, helping to keep both staff and customers safer.

Enhanced security

PTToC technology can also play a major role in the fight against shop lifting and in enhancing overall security. Security staff can track shop lifters and discreetly communicate with each other across the store. Using the SOS button they are able to provide their exact location and request assistance, if required.

A range of easy-to-use accessories to enable surveillance and confidential communications are available for Mobile Tornado's PTX solution. These are ideal for use in the retail sector when there is a need or desire to operate discreetly.

Accessories include covert earpieces and remote speaker microphones, both providing reliable and high-quality audio performance. In addition, users of Mobile Tornado's PTToC application can now access

push-to-talk and trigger the SOS alert feature with a simple push of a discreet wireless smart button, rather than via the device itself. The Flic button can be discreetly attached to a range of surfaces, including uniforms and clothing. It can also be worn like a watch using the Flic wristband.

Streamline retail operations

Using Mobile Tornado's PTToC solution, it is possible to coordinate actions, increase efficiencies and streamline retail operations. Staff can instantly check and communicate stock levels, request restocks, coordinate price changes across the store and redeploy staff to checkouts during busy periods.

In warehouses, enhanced communication improves coordination and enables delivery requirements to be met in a more timely and cost-effective manner.

Integration of LMR systems with PTToC.

For retailers using an existing LMR system, it is possible to integrate with PTToC devices using a Radio over IP. It is cost effective and easy-to-install and enables teams to continue using the same radios.

Cost efficiencies

Since PTToC uses cellular networks, it eliminates the need for the expensive infrastructure associated with traditional two-way radio systems. Retailers can use existing mobile networks, cutting down costs associated with installing and maintaining infrastructure.

PTToC is also highly scalable, allowing larger retailers to add users easily across multiple locations without needing to invest in new communication systems.

In addition, because Mobile Tornado's PTToC solution is device agnostic, it can be fully integrated to a range of devices, including existing mobile phones. Users can access all the PTToC features including push-to-talk, message, alert and locate, on one device.

World-class multi-session dispatch console

Mobile Tornado's dispatch console acts as a central command and control centre for the management of retail and warehouse staff based in different locations.

It is the only dispatch console in the world to support up to 64 simultaneous push-to-talk over cellular radio group sessions.

The dispatch console provides valuable features, including instant, reliable group and individual communications, employee location tracking and monitoring, SOS emergency alerts and lone worker support, ensuring optimal safety for both retail staff and customers.