

SERVE YOUR CUSTOMERS LIKE A FINE-TUNED ENGINE

**Customer
Paging**



**Staff
Paging**



**Marketing
Surveys**



**Push For
Service**



www.pager.net

CUSTOMER PAGING

Serve More Customers In Less Time

Serve more people in less time and more efficiently with LRS Customer Pagers. While you're making cars run smoother, we make sure your customer flow runs smoother. Whether they're waiting for an oil change, new tires, major repairs or to speak with a sales person, hand your customer one of these silent pagers so you can let them know the moment you're ready to help them. LRS pagers also give them the freedom to leave the waiting area. Now they can get coffee or visit the showroom floor, yet you can still reach them anywhere.

Coaster Call® This durable pager is bright, easy to carry and impossible to miss. When it flashes, the customer will know instantly.

Alpha Coaster™ Works like Coaster Call, plus it lets you send text messages to the LCD display to promote service specials.

Adver-Teaser™ It pages *and* helps you earn additional revenue with a double-sided space for promotional inserts.

Cell Phone Paging Besides LRS pagers, the T7450 transmitter (below) also lets you page cell phones so customers don't have to wait on site.

Why You Need Them:

- **Serve Customers Faster** – Find waiting customers easily with the push of a button
- **Sell More In Less Time** – By helping customers quickly, you increase revenue
- **Improve Customer Satisfaction** – Faster service means more satisfied customers and trust in your dealership
- **Stop Overhead Paging** – Provides a quieter, more relaxed environment
- **Industrial Strength** – Most Durable and highest quality pagers on the market

System Features:

- All guest pagers can flash, beep, vibrate, or glow
- Anti-theft and auto-locate features minimize pager loss
- Adjustable power level allows you to control pager range
- Nickel Metal Hydride Batteries last years longer with no memory problems
- FCC and CE approved

Transmitters:

T7400 Primary UHF transmitter used with Coaster Call and Adver-Teaser Pagers.

T7450 Trinity Pages LRS Customer Pagers, as well as cell phones (dedicated analog phone line required).

Applications:

- Automotive Dealerships
- Truck Dealerships
- Recreational Vehicle Dealerships
- Motorcycle Dealerships
- Service Department
- Parts and Accessories Department
- Collision Center
- Rental Counter



Coaster Call®

- Most popular customer pager on the market
- Rechargeable NiMH battery
- Customizable labels available
- Patented stack charging
- Durable M-PACT™ Bumper Guard protects pager
- Colors: Blue, Green and Smoked Red



Alphanumeric Coaster

- 250 character LCD display
- Rechargeable NiMH battery
- Multiple alert modes
- Patented stack charging
- Durable M-PACT™ Bumper Guard protects pager
- Colors: Blue and Smoked Red

Double-sided advertising space promotes your dealership



Adver-Teaser®

- Four bright red LED lights
- Strongest vibration on the market
- One-piece construction means no broken handles
- Easy to carry



Cell Phone Paging

- Send pre-canned audio messages to cell phones with our T7450 transmitter (phone not included)



STAFF PAGING

Never Miss An Important Call Again

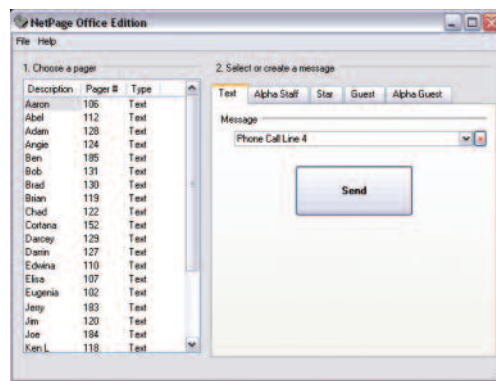
In today's highly competitive world, answering sales and service calls is crucial. But how do you find your people quickly if a customer calls when they're away from their desks? You use the NetPage™ PC Paging system.

NetPage lets you send detailed text messages instantly from stand-alone or network computers to a sales associate, service advisor or any other staff member

in your building wearing an LRS alphanumeric pager. It's faster than cell phones and voice-mails, and it isn't disruptive or easily missed like overhead paging.

Simple To Use:

1. Open NetPage Software
2. Click on a name
3. Type your message
4. Click send



NetPage™ PC Staff Paging

- Remembers custom messages for easy pull-downs
- Supports up to 9,999 pagers
- USB interface

Telephone Interconnect

- T7450 Transmitter
- Page from any on-site phone
- Supports as many as 9,999 LRS pagers
- Easy to use

COMPATIBLE PAGERS

1-Line Rechargeable Alphanumeric

- 20-character scrollable display
- Rechargeable NiHM battery
- Variable vibration strength
- Field programmable
- Multiple alert modes
- Out-of-range indicator

4-Line Alphanumeric

- 80-character scrollable display
- Multiple alert modes
- Auto off/on feature
- Operates on 1 AAA battery
- Out-of-range indicator

Why You Need It:

- **Reduce On-Hold Hang-ups** – Associates and advisors know the moment a call comes in so customers aren't left on hold
- **Increase Staff Performance** – Instant paging promotes faster response time and improved productivity
- **Improve Customer Satisfaction** – Faster service means more satisfied customers and trust in your dealership
- **Eliminate Monthly Fees** – Unlike cell phones, NetPage lets you communicate internally without monthly charges
- **Get Instant Communication** – Send messages instantly to anyone wearing an LRS alphanumeric pager
- **Send Detailed Messages** – Provide detailed (up to 255 characters) or pre-canned text messages
- **Page Individuals or Groups** – Reach one or several pagers at the same time
- **Stop Overhead Paging** – Provides a quieter, more relaxed environment

System Features:

- Includes T7450 Trinity transmitter, NetPage software and alphanumeric pagers
- Message memory: software remembers custom messages
- FCC and CE approved

Telephone Interconnect

With our transmitter you and your staff can also page each other using any telephone in your building.

- Send pre-canned text messages to individuals or entire groups with LRS pagers
- Simple to use: Enter the pager number followed by a message and the message will be sent.



PUSH-FOR-SERVICE



Improve Staff Response Time

With these push-button paging transmitters, customers can page employees and your staff can page each other instantly and silently from almost anywhere. Each button can be programmed to page a sale associate, service advisor, manager or anyone else wearing an LRS Alphanumeric Pager.

Why You Need Them:

- **Serve Customers Faster** – Employees know instantly when a customer needs them, so they can help them quickly and move on to the next customer
- **Improve Customer Satisfaction** – Faster service means more satisfied customers and trust in your dealership
- **Increase Staff Performance** – Whether helping customers or each other, instant communication helps increase staff efficiency dramatically
- **Longer Range** – UHF frequency penetrates walls and floors for a better signal



Butler XP™

- Range: Up to 1000 feet
- Single or group paging
- On-site pager programming
- USB interface
- Colors: yellow and black
- Uses 2 AA batteries
- 2.75" x 7" x 1.38"
- FCC & CE approved



Butler XP™

This powerful transmitter is perfect for any size dealership. It's 100% weather-proof and made of heavy-duty Lexan® plastic so it can be used anywhere – inside or outside. And with a range of 1/4 mile, it'll reach staff members easily.

System Features:

- Sends one custom message directly to a pager (no hardwiring required)
- Pages one person or entire groups (up to 99 groups)
- Re-pages from 10 seconds to every 5 minutes
- Expandable System – Up to 9,999 units can be used at one location



Butler II™

- One and five-button models
- Range: Up to 200 feet
- Pages directly to pager (no hardwiring required)
- Program to only send pages during specified times
- Uses 3 AAA batteries
- 1.5" x 7" x .88"
- FCC & CE approved

Butler II™

The low-cost, short-range paging solution. This slim unit attaches to almost any wall, table or other surface and comes in one and five-button models. Transmitters and pagers can be added to your system at any time.

It can also be used as a door monitor or "doorbell." One dry contact can page a staff member when a door has been opened or if someone wants access to a room.

System Features:

- Easy to install and use
- Each button can be customized to send a specific message
- Messaging is detailed and can be fully customizable (optional)

COMPATIBLE PAGERS

1-Line Rechargeable Alphanumeric

- 20-character scrollable display
- Rechargeable NiHM battery
- Variable vibration strength
- Field programmable
- Multiple alert modes
- Out-of-range indicator

4-Line Alphanumeric

- 80-character scrollable display
- Multiple alert modes
- Auto off/on feature
- Operates on 1 AAA battery
- Out-of-range indicator

Applications:

- Service Department
- Parts and Accessories Department
- Collision Center
- Rental Counter
- Showroom Floor
- Reception Desk



CUSTOMER SURVEYS



Get Accurate Customer Feedback Daily

This powerful electronic survey system is the fast, economical way to gather accurate customer opinions and monitor staff performance levels every day. Customers simply answer a few questions on the easy-to-use survey tray and you get instant feedback while they're *still* in your dealership. It'll even page you if a customer leaves a dissatisfied answer. No other survey system or program does that.

Why You need It:

- **High Response Rate** – It provides more responses than comment cards, 800 numbers, the internet or any other survey program
- **Reduced Cost** – It's a fraction of the cost of traditional paper surveys
- **Daily Survey Results** – Unlike other surveys, our results can be viewed daily
- **Easy-to-Use** – This is a high-tech solution with user-friendly technology

System Features:

- **Daily Automated Data Transfer:**
 - Custom Surveys that accurately measure the key areas of your operation
 - Establishes a customer demographic profile
 - E-mail marketing is also available
- **Real-Time Alert Paging:**
 - Only device that lets you know instantly when a customer is dissatisfied
 - Increase loyalty by resolving guest satisfaction issues on the spot.
- **Daily Performance Summaries:**
 - Reports benchmark staff performance and pinpoint problem areas
 - Measures individual staff performance
 - PDF Reports are emailed to your management team each morning
 - Data also available in .csv and Excel formats
- **Plug and Play Solution:**
 - Easy implementation
 - Data is transferred directly through an analog phone line or high speed internet connection

Electronic Comment Card



Survey trays on the docking station/charger.

COMPATIBLE PAGERS

1-Line Rechargeable Alphanumeric

- 20-character scrollable display
- Rechargeable NiHM battery
- Variable vibration strength
- Field programmable
- Multiple alert modes
- Out-of-range indicator
- FCC & CE approved



4-Line Alphanumeric

- 80-character scrollable display
- Multiple alert modes
- Auto off/on feature
- Operates on 1 AAA battery
- Out-of-range indicator
- FCC & CE approved



State-of-the-art reporting provides detailed performance statistics.

Weekly Summary						
Questions / Responses			Response Type			
1	Please take a moment to evaluate your auto service experience		Yes/No			
			Current		MTD	
	Response		Count	Percent	Count	Percent
	Yes		136	80.47%	1109	76.54%
					4416	75.23%
2	Rate your Overall Service Experience.		Rating 1 - 4			
			Current		MTD	
	Response		Count	Percent	Count	Percent
	Best			11.91%	484	43.64%
	Good				550	



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Poland
Spain
Sweden
Taiwan
Turkey
United Arab Emirates
United Kingdom

Why You Need LRS Paging Systems

Experience

Since 1993, LRS has been the leading supplier of on-site customer and staff paging systems by providing the most effective solutions and listening to the needs of our customers. Now we also offer a survey system designed to provide you with real-time customer marketing data.

Innovation

LRS holds 19 patents. We offer a full line of products designed to help you streamline operations, improve service and increase sales every day. We even offer exclusive products and services no other company can. Tell us what you need and we'll provide a system to help you.

Longer Lasting, Rechargeable Batteries

The Nickel Metal Hydride batteries on all our rechargeable pagers last much longer (around five years) and don't suffer from "memory" problems like other pagers. There's no need to turn them off and no more dead pagers.

Anti-Theft Mode

There is a reminder tone in our pagers that lets customers know when a pager is taken from your dealership or other locations. LRS transmitters can also automatically send out a signal to locate any lost pagers within your building.

UHF Technology Increases Range

Even the largest business can use our pagers. We utilize Ultra High Frequency (420-470 MHz) technology that provides the best range and reliability available in a pager. This technology gives you a range of up to one mile – far superior to a 27 MHz system.

Quality

LRS is an engineering and manufacturing company. All of our products are designed and assembled by us. We closely control quality, and we design pagers with features that are important to you.

Durable and Rugged Pagers

Our rechargeable pagers have no directly attached clips to break off. They're made of extremely durable Lexan® plastic to survive even the most rugged environments.

Separate Pager Holsters

Instead of attached belt clips that break easily, our rechargeable pagers are carried in separate pager holsters. This eliminates broken belt clips as well as the need to return an entire pager for repair.

Value

LRS has always been the leader in value-driven products. We guarantee you'll get the most features for the greatest value. Plus, when you factor in your increased sales due to improved customer satisfaction and staff productivity, our pagers are virtually priceless.

24/7 Customer Support

Our customer service department in Dallas, Texas is available 24 hours a day, 7 days a week to answer any questions you have – even on holidays!

Warranty

We stand behind the quality of our products and provide a standard warranty. Extended and lifetime warranties are also available.