



*Bon-Ton Stores has been in business for more than 110 years and has about 280 locations that operate under the Bon-Ton, Bergner's, Boston Store, Carson Pirie Scott, Elder-Beerman, Herberger's, Parisian (Detroit area), and Younkers nameplates. The large retailer also operates five distribution centers and three corporate locations. Taking a philanthropic charge towards the community, Bon-Ton's contributions include food drives, community days, goodwill sales, and an entire month dedicated to raising money for breast cancer research through the sales of its Pink Shop merchandise.*

SUCCESS STORY:

## **Bon-Ton Stores**

**Providing Effective Two-Way Radio Communications for a Large Retail Chain**

### **The Customer**

From the Northeast to the Midwest and across the Great Plains, Bon-Ton Stores operates in 23 states with more than 270 department stores and 12 furniture stores. The large retail chain provides high-quality merchandise at competitive prices, an upscale presentation, and the convenience of neighborhood shopping. Bon-Ton offers a broad assortment of better brand-name and private-brand fashion apparel and accessories for women, men, and children, as well as distinctive cosmetics and home furnishings.

### **The Challenge**

As Bon-Ton continued to grow and evolve, the retailer found that its need to streamline communications within its stores and among its employees was looming as a major factor in its continued success. Since the company's focus had always been on providing superior customer service, the leadership team wanted to quickly address that issue with an effective solution. So Bon-Ton management contacted BearCom, its long-time wireless supplier, for help.



**MOTOROLA**  
Authorized Two-Way Radio Dealer

**Buy )))**

**Rent )))**

**Service )))**



### The Solution

Working together with BearCom, Bon-Ton researched different wireless devices, including cell phones and pagers. But the inevitable conclusion was that the two-way radio would be the most effective solution, primarily because it would help increase customer satisfaction, as well as reduce overhead and noise pollution in the stores. Now that all Bon-Ton stores are equipped with more than 1,500 Motorola and Icom two-way radios, each location can better prevent “shrinkage”—or in-store thefts. Other benefits include the ability to communicate messages store-wide, such as lost child alerts and weather warnings.

### The Results

Bon-Ton has already received feedback from a number of its employees, praising the greatest benefit of the new two-way radios—instantaneous communication. Lisa Celebre, Divisional Vice President of Store Operations for Bon-Ton said, “If a customer has a request, the sales associate can use the radio to get the answer on the spot, rather than walking away from the customer. This, in return, drives revenue and allows the employee to stay with the customer and build a relationship.”

*“We appreciate BearCom’s contribution to our efforts to provide superior customer service.”*

#### Lisa Celebre

Divisional Vice President of Store Operations  
Bon-Ton Stores

**Learn more about how BearCom’s state-of-the-art wireless products and solutions can help increase productivity and deliver true mobility to your workforce. Call 800.527.1670 or visit one of our 26 branches across the U.S.:**

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### SUCCESS STORY:

## Bon-Ton Stores

Providing Effective Two-Way Radio Communications for a Large Retail Chain

*BearCom provides a broad line of high-performance wireless communications products, services, and complete mobility solutions. Founded in 1981, BearCom is America’s only nationwide dealer and integrator of wireless equipment, serves customers from 26 branch offices located throughout the U.S., has several affiliated offices around the world, and employs approximately 400 people. BearCom is headquartered in the Dallas, Texas area. For more information, visit [www.BearCom.com](http://www.BearCom.com).*

BearCom Headquarters  
P.O. Box 559001  
Dallas, TX 75355

# 800.527.1670

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SSBT01 10-0K