



# Motorola Helps “Drive” Better CUSTOMER Service for University Park Audi

DTR Series™ Digital On-Site Two-Way Radios Lead To Greater Customer Service and Client Satisfaction

**DALLAS, Texas** – Every evening when he closes up his service and parts department, John Aulicino thinks about how he can better serve his customers the next day. He knows that his team is working extremely hard, but wonders how he can help them work smarter by communicating better. For this reason, John, the service and parts director at University Park Audi in Dallas, recently made a switch to the new Motorola DTR Series Digital On-Site Two-Way Radios and his clients and staff quickly realized the customer service benefits of “speaking digital.”

For University Park Audi to be truly successful, it must provide its clients with unparalleled customer care that encourages return trips to the dealership for all of their service needs, as well as for their next new or used car purchase. To cut down on customer wait times, it is critical to locate staff members immediately and this requires a communication solution that is fast, reliable, and has the capability to cover the entire dealership.

“We needed a communications solution to provide us with clarity, utility and durability,” Aulicino said. “With the DTR Series, we have benefited from the instant communication that allows our parts and service staff to provide the highest level of customer service while also benefiting our bottom line.”

University Park Audi, a full-service Audi dealership has been the #1 Audi volume leader in the Dallas and Fort Worth Metroplex for many years, selling new and used Audi’s as well as an assortment of used cars, vans, trucks and SUVs. The dealership offers its customers a full service Audi car repair facility and a full selection of Audi car parts.



“The goal of my team is pretty simple — provide customers with fantastic service so that they keep coming back and purchase vehicles from us in the future,” said Aulicino. “Since we started using the DTR series, we have really seen a time savings in locating our key players, so our customers do not spend unnecessary time in the client lounge.”

Once he put Motorola’s new DTR Series Digital On-Site Two-Way Radios into the hands of cashiers, porters, service consultants and detail personnel, previous communications issues were alleviated, and client satisfaction benefits were seen immediately. The members of Aulicino’s team are now always within reach, even when client needs lead them off the dealership property.

“For University Park Audi to remain the #1 Audi dealer in the Dallas and Fort Worth area, we need for our employees to be able to communicate quickly and effectively,” Aulicino said. “The utility and cost-effectiveness of the DTR Series drove us to put these Motorola radios into service, and the additional one-to-one functionality has greatly improved our staff’s ability to communicate and provide even better customer service.”

Along with providing the quick and clear communication that is critical to a successful automotive dealership, Motorola’s new DTR Series provides the durability that makes them a perfect solution for an extremely fast-paced auto service environment. According to Aulicino, the DTR units have been able to stand up to some fairly tough handling — a testament to the rigorous testing process featuring military specifications used in the design process for the DTR Series.

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*John Aulicino – Service and Parts Director, University Park Audi*

Aulicino had experienced communications challenges with previous two-way solutions. They had significant clarity issues and drop outs due to the configuration of the dealership’s main building. These issues often led to miscommunication or worse yet, no communication at all — both outcomes that were unsatisfactory to a service and parts team that takes great pride in exceeding all customer expectations.

“Communication is a critical component to success in an automotive dealership,” Aulicino said, “and Motorola’s DTR Series has worked great and done everything that was promised — not always the case in today’s world of over-hyped marketing. The most important thing is that these radios are extremely reliable, allow us to talk with who we want, when we want, and help us provide fantastic service to our valued customers.”

## About Motorola

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of Seamless Mobility, the people of Motorola are committed to helping you get and stay connected simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering “must have” products, “must do” experiences and powerful networks -- along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$36.8 billion in 2005. For more information about our company, our people and our innovations, please visit [www.motorola.com](http://www.motorola.com)