

Roger's

TWO WAY RADIO

Your Wireless Solution

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The Communicator

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From the Desk of Roger Paskvan



Welcome to another edition of The Communicator. In this issue we will emphasize and center on the customer service aspect of our business.

Roger's Two Way Radio has been in business for 27 years serving the surrounding 80 mile radius with pride. Operating a service based business is a creative challenge. Most customers coming into Roger's Two Way Radio are there with a "need to get something fixed" situation, and therefore need our help. We not only must solve their problem, but turn the situation into a positive experience. Sometimes there are real challenges in accomplishing this goal.

At Rogers Two Way the customer is number one, and we will go out of our way to accomplish this. Customer service is what we do in every department. This includes installation check lists to make sure everything works properly, plus the added touch of cleaning each and every serviced radio. Our certified technicians have degrees and extensive experience in the area of radio electronics. This ensures a "par level" of quality that doesn't change with personnel. Every repaired electronic device goes through extensive testing before returning it to the customer to ensure this quality. Keep in mind, customer satisfaction is our number one priority.

All aspects of installation and service are carefully controlled to provide customer satisfaction. Roger's Two Way Ra-

dio and Roger's Two Way Cellular have a total commitment policy, and we are proud to say that everyone at both stores strives to maintain this level of service and sales that you would expect.

Occasionally as with any business, things go wrong and we end up finding a problem. When this happens, every effort is made to formulate a solution and make the customer happy. At Roger's Two Way Radio our designated customer service representative is Greg Ross. One of his multifaceted tasks is to follow up on any customer problems and see the situation through to a positive customer experience. This continues to ensure our pride and commitment to customer service.

If you have a problem with an order, product, service item or installation, I want to hear about it. Please feel free to call me and voice your concerns at 218-751-3077 or 800-243-3077. If you prefer, e-mail me at rogerp@paulbunyan.net. Everyone at Roger's Two Way is here to help you, the customer.

Thank you for your business, we appreciate YOU asthat customer.

Roger Paskvan

President

Roger's Two Way Radio

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Installations and You



Roger's Two Way offers our clients many types of services, ranging from cellular phones to two-way radio repair. By offering a variety of services at two locations, your stop will save you time and money. Therefore, in conjunction with products, such as cellular phones and two-way radios, we provide vehicle installation of all of our products.

Our installation technicians have years of combined knowledge and experience. Roger's Two Way Radio has performed installations on a variety of vehicles along with a variety of equipment. Installations have been completed on airboats, motorcycles, emergency response vehicles, semi-tractors and city transportation buses. These examples are just the tip of the iceberg. Now, you may be asking, "What kind of equipment is

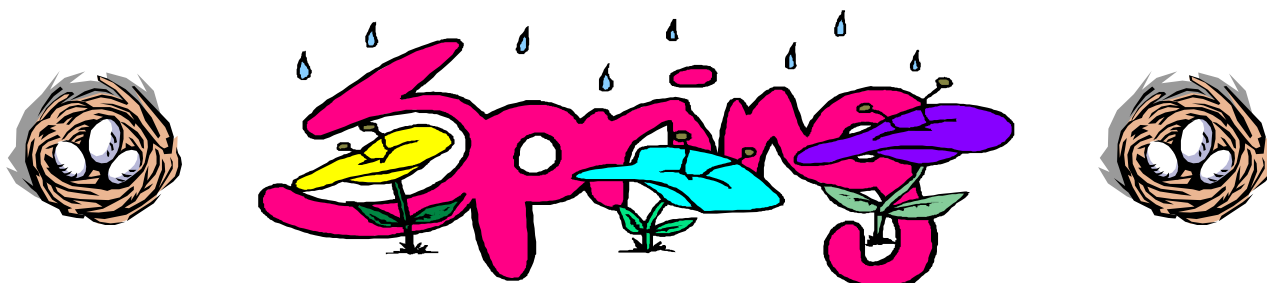
installed into vehicles?" Roger's Two Way Radio installs two-way radios, cellular hands free kits, AstroStart® remote starters, emergency strobes, and light bars of different sizes and colors, just to name a few. Any installation can be customized to meet your specialized needs, and all work is guaranteed!

Another type of installation is a system called AVL, or Automatic Vehicle Location. AVL allows a vehicle to be located by a GPS receiver. For local usage a two-way radio system is then used in conjunction with a computer for locating vehicles. If a national or local locating system needs to be implemented, then cellular phones will replace the two way radio system. AVL has many benefits, such as increasing profitability due to better time management and efficiency of routing. This system can be customized to suit the needs of your business.

"Any installation can be customized to meet your specialized needs, and all work is guaranteed!"

You, our client, is the reason Roger's Two Way Radio has been providing vehicle installation for 27 years. We know how important you are to us; therefore, we strive to offer the best in customer service. If you have any questions regarding a previous installation, or would like to inquire about how we can help you please call us at 218-751-3077.

Doug Sherf
Shop Manager
Roger's Two Way Radio
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The Sales Department

The sales department at Roger's Two Way Radio is committed to providing complete satisfaction with the buying process. From proposing a custom solution, to final installation, to follow up after the sale, Roger's Two Way Radio will provide support and guidance to the end. Be assured that your problem will be solved quickly and efficiently.

Another benefit is the little things, such as post-installation in-

spection that exceed government standards, checking for crystal clear communications. These steps assure that you will have less down time and fewer service calls.

At Roger's Two Way Radio, customer satisfaction is the number one priority. Contact the sales staff with any communication problem. They will find a solution, and explain it in a way that makes sense. If you are unsure what you need, then Roger's

Two Way Radio can help find an appropriate solution. Check out the other articles in this newsletter for ideas that can save time and money.

Call us at 218-751-3077 for some great ideas today.

Doug Sherf
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Customer Comes First



Without our customers Roger's Two Way Cellular would not exist. Therefore, we continuously show our appreciation by giving our complete attention in achieving the following:

1. Solving customer problems: Roger's Two Way strives to find the answers to problems. Our engineering and technician staff at Roger's Two Way is extremely knowledgeable. If it can be done, then we will find a solution. However, we do apologize for any inconveniences, and be reassured that every possible measure has been taken to solve communication problems.

2. Customer contact: Purchasing a cellular phone is not

the only contact that you have with our sales associates. After the sale, we will follow up with the customer to ensure customer satisfaction. We also offer "refer a friend" cards offering an opportunity to earn a \$20.00 credit on your cellular account by having a friend sign up with UniceL. Periodically we will also send out flyers offering exciting sales and promotions on the latest specials.

3. Saving the customer money: Roger's Two Way always pays for your activation fee! This is not a gimmick! No questions asked, any plan, any special applies and always **NO ACTIVATION FEE!!** This is in addition to our current promotions that are constantly changing.

If a problem arises, then please feel free to contact me. The problem

will be discussed to achieve a solution. Roger's Two Way is always open to ideas of ways to improve our customer service. Thank you for being our customer, we appreciate you.

Valeri Paskvan
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The Wireless Network Advantage



Wireless networking is a way to send data, including internet connectivity, over the air waves to many different types of devices. It is a sophisticated radio system that can send data and voice anywhere within the coverage area, and comes in unlimited possible configurations.

It seems that wireless networks are everywhere these days. When stopping into local restaurants, get online via a high speed wireless link. Wireless networks are also available at most coffee houses. But how do they work? What can they do? And how can they save time and money?

Wireless networks are more than just internet access for the family PC. These wireless data networks come in a variety of applications for multiple purposes. One could replace

"An intra-office computer network or a phone system could be extended to remote sites via a wireless link."

24 phone lines with one wireless link, or send secure information over a wireless point-to-point link to remote buildings.

An intra-office computer network or a phone system could be extended to remote sites via a wireless link. In addition, multiple offices can be linked together to a central location that can handle all the transactions and maintain all the databases. Hospitals and clinics are able to provide internet access to patients while they are waiting for treatment.

All this can be done without paying a monthly charge for renting phone or T1 lines. Many of these applications use the unlicensed fre-

quency spectrum, which translates into low cost and quick implementation to the customers.

Wireless networks can also increase customer traffic and save money for restaurants, banks, offices, law enforcement, schools, or whole cities. Give Roger's Two Way Radio a call at 218-751-3077 to invest in highly reliable wireless data transmission for your business.

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Your Wireless Solution!

Visit our Web page!!

www.rogerstwoway.com

Meet Our New Employees



Hello, my name is Kyle Lusignan. I was born and raised in Grygla, Minnesota. After attending Central Lakes College I received a degree in Criminal Justice.

I started work at Roger's Two Way Cellular at the beginning of February, which is a very exciting and challenging job. I have a great time working with my co-workers, helping customers with sometimes challenging questions, and learning many new and exciting things about the equipment we provide. One of the most rewarding parts of my job is when customers are satisfied with our service.

Kyle Lusignan

Retail Sales Associate

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Hi, my name is John Olson. I was born in Bemidji, but was raised in Brainerd, MN. I attended US Army Signal School and graduated as Distinguished Honor Graduate as a communications technician.

I have worked at Roger's Two Way Cellular for about two months, and really enjoy the chance to work with our great customers and co-workers. My main job is providing customers with an inventory of quality products. In addition, I make sure their phones are warranty repaired and returned promptly. I look forward to helping you with all your wireless needs. If you have any questions please don't hesitate to contact me.

John Olson

Retail Sales Associate

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