



# Timing Right for Battery Testing in Retail Stores

Market trends drive need for battery testing at the point of sale

Two trends in the mobile communications market are coming together to create a critical need for battery testing in retail stores. The first trend is becoming evident for anyone who has had to charge their phone twice or more in one day. The power demands of today's multi-tasking devices are outstripping the ability of their batteries to deliver, resulting in more batteries failing earlier than expected.

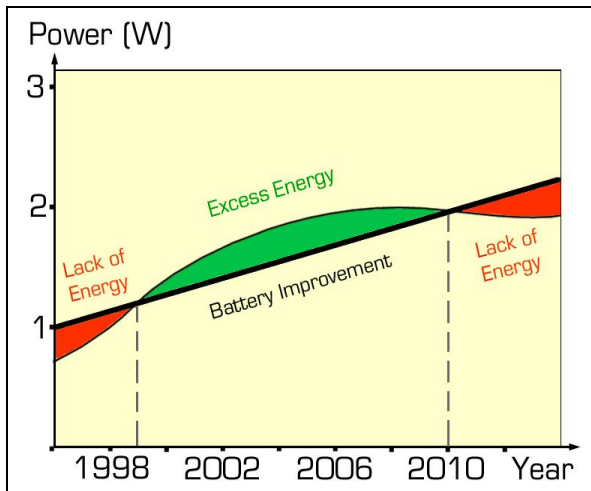


Figure 1: Battery Improvement vs. Device Demand

Secondly, customers are increasingly using retail stores as their primary channel to resolve service and equipment issues, driving store owners to seek the right tools to meet their demands.

Testing handset batteries in a retail store yields tremendous value by improving customer care, increasing revenue, and reducing costs. For retail operators, battery testing is a service that will solidify customer loyalty by resolving many common complaints on the spot while also keeping those customers in their store longer, avoiding the uncomfortable situation of being forced to send them to a manufacturer's service center or technical support line.

Up to 90% of all batteries returned by cellular customers claiming they are "bad" are still useful. In many cases, these batteries are simply replaced and discarded at a significant cost. A simple test could determine if there is a problem with the battery, the handset, (*or the user...*). Using such a test, the retail owner will save money by not replacing those batteries that are still good and can generate additional revenue by selling a new battery for those that are not. For companies responsible for servicing handsets, often at great expense, the ability to identify bad batteries, and therefore not process the device, translates into savings that can be shocking in magnitude for such a simple solution.

The Cadex C5100 Battery Testing System, which includes a battery analyzer, universal battery adapter, and BatteryStore™ analysis software, is the ideal answer to the problem of providing a testing tool that is both simple to use but able to accommodate a vast range of battery models.



Figure 2: C5100 Battery Testing System

Taking advantage of Cadex's proprietary QuickSort™ technology, the C5100 requires only 30 seconds to sort batteries into 3 categories: GOOD, LOW, and POOR – immediately identifying if the battery or the device is the problem. Some customers arrive with “dead” batteries that no longer accept a charge. Often this is because the battery has been discharged to a level that triggers internal protection circuits. The C5100 features a unique “boost” function that “wakes up” these batteries. There are also additional service functions available for backroom processing of returned batteries.

The C5100 Battery Testing System enables the user to print a traditional customer receipt or a full service report – with the output for either option configured for each specific store. Test results can be analyzed using the BatteryStore software or exported to a corporate database where multiple locations can be reviewed.

Despite all of the features available, the focus for Cadex was to ensure ease of use, resulting in a solution that can be rapidly deployed with minimal staff training.

Ultimately, C5100 Battery Testing System allows retail store owners the opportunity to address the needs of an increasing number of consumers by providing a simple, valuable, and immediate diagnosis of handset battery problems.



**Cadex Electronics Inc.**

22000 Fraserwood Way  
Richmond, BC, Canada V6W 1J6  
Tel: 604 231-7777; 800 565-5228; Fax: 604 231-7755

[info@cadex.com](mailto:info@cadex.com)   [www.cadex.com](http://www.cadex.com)

Sprottauer Strasse 12,  
90475 Nürnberg, Germany  
Tel: +49 (0) 911 2403 32-0; Fax: +49 (0) 911 2403 32-29