

Improve Guest Logistics with MOTOTRBO™ Radios



Competing for leisure travel dollars has always been an industry challenge and especially in today's market, providers must find ways to differentiate. For a large North American resort, making it easier for its guest transportation staff to coordinate logistics was top of the list to ensure guests had an excellent experience from beginning to end. MOTOTRBO radios streamlined communication, increased range and coverage, and even reduced costs.

From the heightened security measures of 9-11 to the economic pressures of today, the travel and tourism industry has experienced extraordinary turmoil and change in the past few years. However, according to Plunkett Research, Ltd., the travel business is now emerging as a more streamlined, efficient and focused industry. While growth is expected to remain turbulent, the need to create opportunity for competitive differentiation, such as ensuring a smooth arrival and departure process for guests, is greater than ever.

For a large North American resort, attention to detail is key. When guest luggage is lost or delayed, that incident can cast a pall over their entire vacation experience. The resort's transportation operation handles thousands of guests each day. Some staff members meet arriving guests at the airport baggage claim and direct them to the correct location. Others work at the resort's baggage sorting facility and assist departing guests. Still others work with third party transportation providers.

While dependence on a two-way radio communications system was critical to staff members' ability to work together and ensure their guests smooth transition to and from the resort, the resort's aging radio communications system was no longer meeting their needs.

Benefits

- Increased customer satisfaction
- Reduced operational cost
- Greater range and clarity
- Dual-mode compatibility with existing analog radios



"With our original radio system, we only had two channels. Now we have four channels plus a radio-to-radio channel and it's worked out great."

- Resort Transportation Manager

Overcoming radio chatter and extending coverage

"The two worst problems were radio chatter on the analog radios which we couldn't override, and the overall coverage and penetration into certain parts of the airport, which wasn't very good," says the resort's transportation manager. "We were leasing repeater space from a third party, which meant paying a monthly lease fee for a repeater system that was 50 miles away."

In addition, the transportation staff only had two radio channels, forcing some people to share radios and leaving others without adequate communications. The manager began looking for a radio system that would provide his staff with reliable, streamlined communications and called on a local authorized Motorola channel partner.

"After talking with them, it was clear that they had yet another challenge," says the Motorola channel partner. "An airport is a very noisy place and whenever someone transmitted, the customer's old analog radios sent the background noise along with the audio, making it difficult to clearly hear the transmission."

The Motorola channel partner recommended MOTOTRBO radios. MOTOTRBO combines the best of two-way radio capability with digital technology to deliver a rugged communications solution uniquely adapted to businesses that need higher capacity, clear audio and— in this customer's case—greater penetration throughout the airport terminal.

MOTOTRBO helps resort increase efficiency, reduce costs

The resort initially purchased two repeaters and 129 MOTOTRBO digital radios with dual mode capability. The dual mode feature would allow the transportation team to keep their analog radios in use until they were eventually phased out, enabling a smooth and cost effective migration to digital.

Based on TDMA technology, MOTOTRBO provides two virtual channels with a single 12.5 KHz licensed repeater channel, offering twice the calling capacity for a single license and allowing more staff members access to radio communications within the resort's existing spectrum.

"With our original radio system, we only had two channels," says the manager. "Now we have four channels plus a radio-to-radio channel and it's worked out great."

The digital radios also eliminate background noise and block out radio chatter, providing clearer audio and minimizing interruption. The radios deliver both audio and digital content with virtually no loss over a greater range and are equipped with a flexible, menu-driven interface and a screen that lets the transportation staff use text messaging to pass information back and forth discretely as well as keep radio chatter to a minimum.

“MOTOTRBO radios give us communication that is clear, uninterrupted and provides our staff with the right information at the right time and in a more streamlined, efficient way. The radios definitely increase our overall efficiency.”

– *Resort Transportation Manager*

Increased coverage, better audio and a bonus

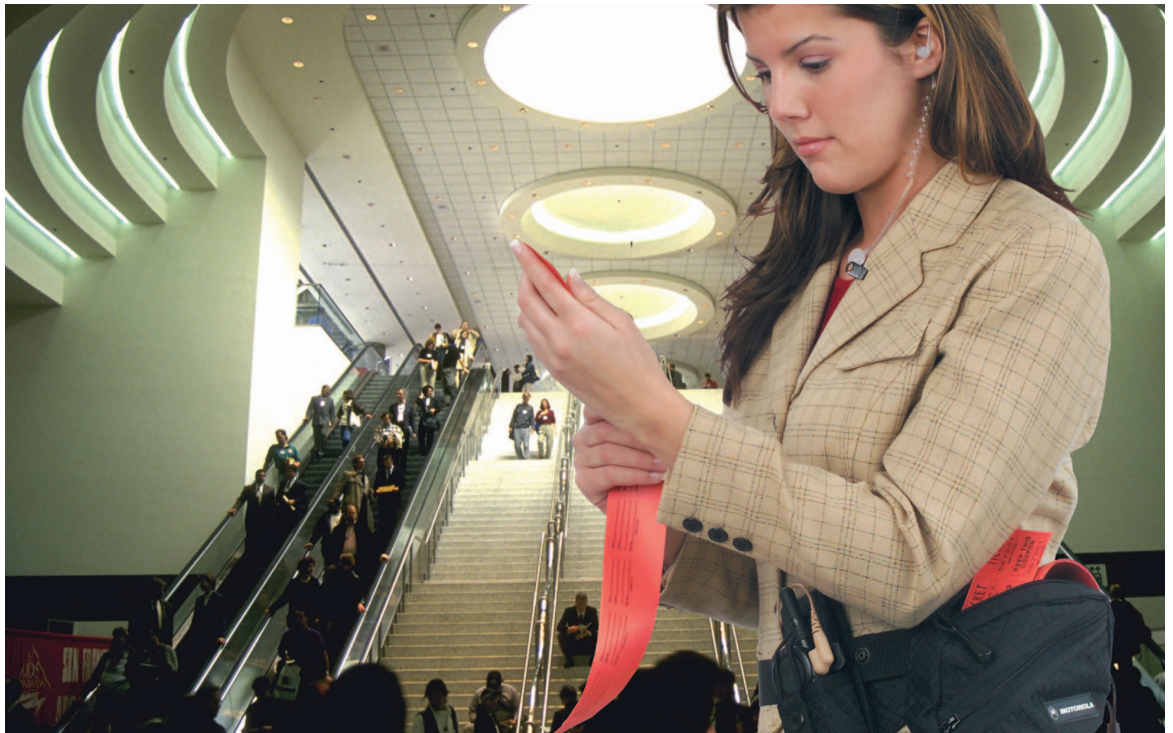
With an original goal to improve logistics through seamless communication that enables efficient collaboration among staff members, the new radios enable the following benefits:

- **Better coverage:** Virtually all dead spots were eliminated in the coverage area, due to digital technology with better penetration.
- **Crisper audio:** MOTOTRBO radios provide clearer voice communications throughout the coverage area by rejecting the noise and static common with an analog solution, providing better penetration and range.
- **Reduced cost:** Because digital technology provides twice the calling capacity with half the repeaters, the resort was able to eliminate the monthly \$19 per radio air time lease rate and associated taxes and fees, which dramatically reduced operating costs.

- **Easy migration to digital:** MOTOTRBO’s dual mode capability let staff members who do not need digital functionality to communicate with the rest of the fleet on their analog radios. This strategy also allows the resort to migrate to digital as cost and need dictate.
- **Radio inhibit:** “We misplaced one of our radios recently,” the manager recalls. “Through radio inhibit, we disabled the radio in case it had been stolen. The next day the radio was found by the cleaning company and we were able to quickly return functionality and put it back into service. This set-up ensures that if equipment is misplaced or stolen, the information transmitted on the airways is going to the intended parties.”



Motorola MOTOTRBO XPR Digital Radios



In addition to the more obvious benefits, after switching to the new radios the manager also discovered a bonus advantage. Although employees would occasionally use inappropriate language when using the old radios, the manager did not have an easy way to identify them. However, due to the large display on the front of the XPR 6500 radios and push-to-talk Radio ID, that is no longer a problem.

“Needless to say, the inappropriate language immediately stopped,” he remarked.

In the hospitality industry, attention to detail is key to providing guests with impeccable service and an unforgettable experience from arrival to departure. With Motorola MOTOTRBO radios, the resort’s luggage transportation staff can ensure that the opportunity for misplaced luggage, an event that can ruin a guest’s vacation experience, will rarely be an issue.

“MOTOTRBO radios give us communication that is clear, uninterrupted and provides our staff with the right information at the right time and in a more streamlined, efficient way,” says the manager. “The radios definitely increase our overall efficiency.”

For more information on how MOTOTRBO radios can help your business, contact your Motorola authorized Channel Partner or call 1-800-367-2346.



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