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Ben Packham, Security Officer, Park Resorts Ltd



CASE STUDY

Leisure/Hospitality Sector

Push to Talk makes radios walk

Park Resorts Ltd

Park Resorts Ltd is a UK company that owns 37 coastal family holiday parks across the country offering accommodation, swimming pools, sports and water sports, shops, kids clubs, and day and evening entertainment.

The Challenge:

Ashcroft Coast, Warden Springs and Shurland Dale are three holiday parks on the Isle of Sheppey, Kent. Park Resorts Security Officer Ben Packham wanted to improve the communications between security staff across the parks. There were a number of issues using the established two-way radio system:

- Range was limited and patchy so it was not always possible to speak to people when needed.
- It wasn't possible to speak to staff at other resorts.
- Handsets were bulky.
- Park Resorts Ltd wanted a system that, if successful, could be expanded to include other departments, such as the sports, leisure and bar teams.

The Solution:


Ben Packham opted for press2talk's Push to Talk (PTT) service for a number of reasons:

- Handsets can be used as either a walkie-talkie or a mobile phone.
- PTT uses the global mobile phone network
- Coverage is virtually unlimited.
- PTT is supported by a range of Nokia handsets to suit different budgets and functionalities.
- It is available on the T-Mobile, O2, Vodafone and Orange networks.

“Coverage was a real concern for us as when officers were out of range they could miss an important message, or they could be in danger and we wouldn't know. The range of the two-way radios was also limited to one park. Now, officers can constantly be in touch and we can immediately share information between the three parks. It means they are better protected, better informed and in a better position to inform our customers.”

“We also make a considerable saving of about £40 per unit per year, and our officers only have to carry one neat handset that works both as a phone and a walkie-talkie.”

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Business benefits:

- Reliable and constant communication.
- Quicker than a phone call with no number to dial. The user simply pushes a button and talks.
- Officers can pass more up-to-date information on to customers.
- Increased safety of officers by being able to locate and talk to them at the press of a button.
- The service is easily scalable. Extra handsets can be added quickly and simply.

Operational benefits:

- Coverage is almost unlimited, meaning officers are rarely out of range.
- Users only need one combined handset rather than both a phone and a walkie-talkie.
- Handsets are small and easy to use.
- Handset users can have a private one-to-one conversation or a wider team discussion.
- Office-based staff able to communicate with the field staff with a PTT PC client on their PC.
- Staff feel more secure knowing they are in constant touch with control.

Financial benefits:

- Park Resorts have achieved an annual saving of £40 per handset compared to their two-way radios.
- Reduced call charges. PTT uses the data channel on the mobile network and with an inclusive data tariff there are no additional call charges.
- Consolidation of mobile phone and two-way radios have provided further cost savings.

“As well as planning to widen the use of the handsets to our sports, leisure and bar teams, I am recommending the system to other local holiday parks, as well as talking to the police about setting up a crime-prevention partnership linking all 30 or so parks on the island.”

Ben Packham, Security Officer,
Park Resorts Ltd

Please call Nick Kortalla-Bird on 0845 402 4398 to discuss

