



CASE STUDY: RIVERBEND CAMPGROUND & CANOE RENTAL

Instant and Reliable Communications Increases Efficiency and Safety
across the Wilderness with WAVE PTX



REAL-TIME COMMUNICATIONS ENHANCE CUSTOMER SERVICE AND STAFF SAFETY

Riverbend Campground and Canoe Rental is an idyllic vacation destination located in Omer, Michigan. Peaceful and secluded, it's set on more than 30 acres of woodland overlooking the scenic Rifle River, where visitors can hike, camp, and enjoy the river via canoe, kayak, or tubing. While getting away from it all is a draw for visitors, the campground's remote location presented communication problems. Dense trees and foliage in this part of rural Michigan mean that standard radio systems aren't practical.

This meant there were frequent problems when communicating between the main office, personnel with guests at the river, and those elsewhere. Whether it was customers switching requests or a bus running out of fuel, any issues that arose required inefficiently relaying multiple requests to many employees, just to get the message to the party who could best address the issue. Riverbend needed a reliable, dependable instant communications solution that would work everywhere they do.

CUSTOMER PROFILE

Riverbend Campground & Canoe Rental

- Omer, MI
- Recreational park situated on Rifle River
- Spread across 32 acres
- 100 campsites

Solution

- WAVE PTX Radio and Wireless Service
- WAVE TLK 100 Radios

THE CHALLENGE

A Remote Site with Dense Tree Cover Made Communicating Inefficient and Unreliable On and Off the Property

Riverbend's remote location made real-time communications almost impossible—a big problem when one of the main reasons people want to visit is to enjoy the Rifle River on kayaks, canoes, or by tubing. These popular activities are part of the Riverbend experience, as vacationers rent equipment and let Riverbend handle the transportation and logistics of getting to and from designated launch sites along the river.

The wide variety of choices available complicates matters. When guests arrive

on site and see all of the options available, they often change their minds. For instance, someone who ordered a canoe may want a kayak instead, or a tube with a bottom instead of the one they received. The staff at Riverbend encourage guests to forget the clock, and spend all day having fun. It's not uncommon for campers to head out on the river when it's light out, and come back after dark. That's why staff always want to ensure that guests' river trip will be exactly how they want it to be and that they never have to worry about their safety.

“People would get to the river after renting a canoe and they'd see somebody else's tube that we offer, and say 'hey, we didn't realize that your tubes had bottoms in it, can we switch to that' There was no way to communicate back to the campground where all the equipment was stored and ask them to bring tubes out instead of the canoe that we already had there.”

Tom Mason

Owner, Riverbend Campground & Canoe Rental

For Riverbend, this type of customer service is essential to keeping guests happy and a critical business imperative. Yet, without the ability to easily communicate back to the office, a simple switch could become a complex logistical task involving calls and special trips to find the right person, return the unwanted equipment, and pick up the new choice, causing delays and frustration.

Communication troubles also lead to safety hazards. Though it is uncommon for buses to malfunction, once a bus broke down miles away from the main campground. Since staff was utilizing communication devices such as cell phones or alternative devices which were not equipped for the thickly wooded and remote location, the bus was stranded until the rest of the team at Riverbend realized that it was taking longer than usual

to return. The only way to solve this problem was to hop in a vehicle and physically search for the missing bus.

It was clear that the most efficient and safe way to transport campers and equipment to off-site locations required real-time coordination and communication, something that was simply not possible with Riverbend's communications system.

“Our campground is actually in the smallest city in Michigan and there just aren't many communication services available,” explained Mason “We tried so many kinds of radios, but they'd only work on the property—once a driver left the property, they wouldn't work anymore.”





THE SOLUTION

Motorola Solutions WAVE PTX Radio and Wireless Service with Integrated TLK 100 Radios

After a serendipitous encounter with a guest who happens to work at a Motorola Solutions Partner company, introduced them to Motorola Solutions two-way radio options. Riverbend Campground and Canoe Rental chose the WAVE PTX Radio wireless service with integrated TLK 100 Radios to solve their communications challenges.

WAVE PTX offers carrier-independent broadband service for clear, reliable real-time communications on and off the campground's main property. With broadband-based Push-to-Talk (PTT) capabilities, the Riverbend team is now connected at the push of a button.

WAVE PTX combines the broad coverage of 3G/4G networks, automatically switching to the strongest network available to ensure reliable communications. With WAVE PTX, Riverbend pays one communication subscription service, so there's no usage-based call charges and users receive cost certainty, making it easier to manage budgets.



TLK 100 RADIOS

TLK 100 radios offer Riverbend the speed and simplicity of professional two-way radio PTT with simple user controls that make managing calls easy and with its stubby designed antenna delivers additional range performance. TLK was designed to get the job done with crystal clear audio and location tracking in a rugged, compact form factor, perfect for the wilderness surrounding Rifle River.

TRANSFORMING RIVERBEND WITH REAL-TIME COMMUNICATIONS

Riverbend Campground & Canoe Rental now enjoys exceptional real-time communication across teams, with no dead zones, adding new efficiencies and completely transforming their business.

With the entire team connected, issues are addressed faster and staff can work more efficiently. With better coordination, guests can spend more time on the river instead of waiting, greatly enhancing customer service.

“With WAVE PTX and TLK 100 radios, we can just communicate back and forth while working—there’s no wait time,” said Mason. “Now, when customer plans change, everybody can hear the conversation. Rather than calling multiple people, whoever can fix the problem is able to hear it and respond.”

The feedback from employees has been overwhelmingly positive. Every driver carries the radios and with vastly improved and simplified communication and ease of use, the benefits are instantly clear. Plus, with the incredible range offered by the WAVE PTX and TLK 100 radios, Mason can stay connected and instantly communicate with campground staff, even when he’s hours away at his construction business and the job sites that constantly vary in location.

Not only does using the radios solve the connection issues that occur when relying solely on a cellular device, it ensures that the tool is rugged enough to be used in the rough environments of a campground and construction site.

The initial deployment of the radios was so successful, Riverbend recently ordered additional devices. “Honestly, there’s nothing I would change at all about our system,” explained Mason. “This just works way beyond what I ever thought it could.”

To explore how WAVE PTX Radio and Wireless Service and TLK 100 Radios can transform your business, visit www.motorolasolutions.com



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