



## White Mountain Adventures reinvents their business with tablets from Bell.



White Mountain Adventures is an outdoor activity company that specializes in hiking, walking, and biking tours, as well as corporate outdoor team building games and events. Based in Banff, Alberta, they have led adventures across Western Canada and the Canadian Rockies since 1987.

### The need.

One of the adventure company's most popular services is a scavenger hunt designed for corporate team building events. Teams were given maps and clues written on paper in order to answer questions and complete instructed tasks at specific locations. The game was fun, but the company wanted to enhance it to differentiate their offering from other competing businesses.

"Originally, I thought we needed to come up with an event that we could run with the help of a computer," said Gordon Stermann, President and General Manager at White Mountain Adventures. "Teams would take a laptop with them and follow the screen with GPS coordinates that would take them to different locations." It was a great idea, but costly and inefficient.

### The solution.

White Mountain Adventures approached Bell to learn more about tablets. With expert advice from Bell, the company chose Samsung Galaxy Note 8.0 tablets equipped with access to Canada's largest LTE network.<sup>1</sup> Tablets with LTE connectivity – the gold standard in wireless technology – allow their customers to stay connected wherever they go, without being limited to Wi-Fi areas.

"I scoped a lot of different options and tested three other tablets in addition to the Samsung Galaxy Note 8.0," said Stermann. "I chose the Note 8.0 because it has a large screen, can connect to the Internet, and works well." He also purchased rugged cases to protect the tablets because they are mostly used outdoors.

With a custom app installed on their new tablets, the company was able to create a whole new customer experience.

## Why choose Bell?

### Canada's largest LTE network.<sup>1</sup>

We cover over 31 million Canadians from coast to coast, keeping your business connected wherever work takes you.

### Ranked #1: Canada's fastest mobile network.\*

With the Bell network, you can upload and download with blazing-fast speeds – helping your team keep pace with the speed of business. And we keep getting faster. We are rolling out the next generation of mobile technology, LTE Advanced, in communities across Canada. Visit [bell.ca/network](http://bell.ca/network) for details.

### Innovative solutions.

Maximize productivity with best-in-class solutions from Bell. Communicate instantly with your team using Push-to-talk (PTT), discover solutions to minimize paperwork, track your fleet and more.

### Advice you can trust.

Our team is focused on working with you to tailor a suite of solutions that meet the unique needs of your business. Our experts will recommend ways to make the most of your mobile investment.

\* As ranked by PCMag.

## The result.

The innovative tablet-based scavenger hunt has sparked interest and excitement with White Mountain Adventures' customers. "A lot of companies do corporate team building games and events so they have all done scavenger hunts and other races," said Stermann. "But when we tell them we will run our activity on a tablet, they are really impressed. The fact that they can track their own location as well as other team's locations creates a lot of fun and excitement."

During game play, when a team arrives at a destination with the use of a location-based app, the clues and questions they have to answer are enhanced with images and videos on screen. Also, some of the tasks during the scavenger hunt require participants to use tablets to take pictures of their teams at certain locations.

Since streaming media is such an integral component of their revamped game, fast data speeds and reliable coverage in remote areas are essential. "In the areas where we do our tours and games, we get the coverage we need with Bell," said Stermann. "It's important for our clients to have smooth connectivity at all times."

White Mountain Adventures also plans to use their tablets to digitize some of their paper forms in the future, like the waiver forms customers have to sign before participating in their activities. The S Pen that accompanies the Samsung Galaxy Note 8.0 is ideal for digital signature capture.

"Everyone I talk to says that tablets are a great idea for the business and they want to be part of it," said Stermann. "It's using the latest technology."

## White Mountain Adventures enhances their services with Bell.

- Provides teams with Samsung Note 8.0 tablets to use in games
- Allows teams to use maps, stream videos, and send messages with fast data speeds from Bell
- Plans to use the S Pen to digitally capture customer signatures in the future



Are you interested in learning more about how you can use tablets from Bell in your business? For more information, visit a Bell store or call 1 855 272-0776.

