



Alberta Motor Association maintains constant communication on Canada's largest 4G network with Bell's Push-to-talk



Alberta Motor Association (AMA) is a non-profit membership organization that provides roadside assistance, travel, insurance, and many other services to over 940,000 members in Alberta and part of the Northwest Territories.

The need.

The roadside assistance division of AMA strives to provide 24-hour emergency service to members with vehicles disabled in traffic or broken down at home or the office. Dispatchers at the head office need to be in constant communication with service vehicle drivers on the road to ensure quick response to emergency calls.

Inconsistent coverage across the province from their previous Push-to-talk (PTT) carrier presented a serious problem. "Our roadside assistance crews experienced dead zones where they had absolutely no coverage," said Jim Gladden, Director of IT at AMA. "Drivers would disappear off of the grid for hours and it was difficult to track them down."

The old technology their carrier used was not capable of providing the reliable and instant communication they needed to keep the team connected. "We started looking into a new solution due to the lack of investment that we saw from our previous provider. We knew that we were using a dying technology with no new capabilities," said Gladden.

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Jim Gladden, Director of IT

The solution.

AMA switched to Bell's next-generation PTT service and equipped their fleet of 150 drivers with Sonim XP5520 BOLT phones. Powered by Canada's largest 4G network that reaches 98% of the population,¹ the Bell PTT solution provided AMA with the consistent coverage and instant communication it needed to quickly and efficiently respond to emergency calls and provide roadside assistance to its members across the province.

Why choose Bell's PTT for your business?



Access our next generation services.

Connect in less than one second, while emailing, texting or browsing. Plus, contacts and groups are kept up-to-date in the Cloud.



Coverage you can trust. Speed that gets the job done.

Access Canada's largest 4G network, covering 98% of the Canadian population and enjoy extensive roaming in the U.S. Plus, with fast data speeds you can transfer documents, exchange emails and access Web pages on the go.



Industry-leading PTT devices.

From rugged phones to smartphones and superphones, you'll enjoy instant connections plus everything else a smartphone provides.

The Sonim XP5520 BOLT provided drivers with a rugged solution that was tough enough to survive harsh working conditions. "Our drivers love the new device. You can back over it with a tow truck and it will still be fine," said Gladden. The durability of the Sonim has equated to cost savings because the device does not have to be replaced as often as other ones that are less durable.

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The result.

Service vehicle drivers and dispatchers are now able to communicate consistently in more places. "Since the switch, I have not heard any complaints from my employees about dead zones," said Gladden.

When a member calls in for roadside assistance, dispatchers are able to instantly connect to the entire fleet or select drivers to determine which employee can assist the client most quickly and efficiently. "We like having all of our drivers on one group call so that we can give them updates and new service requests as they come through," said Gladden. With the push of a button, the dispatcher can instantly communicate what the issue is, what's needed, and mention any special equipment that might be required.

Service vehicle drivers also use PTT to reach out to each other for help. Sometimes drivers need back-up, require a specific tool, or are servicing a vehicle in a busy intersection and need someone to block off the intersection. "From a safety perspective, communication needs to be instantaneous due to the nature of our business," said Gladden.

In addition to improved safety, better coverage, and more streamlined communication, next-generation PTT from Bell has helped AMA to save money on operational costs. "We anticipate ROI within 6-8 months based on increased productivity between our dispatcher and drivers," said Gladden.

Exceptional Push-to-talk service on a 4G network.

Bell has led the way in next generation Push-to-talk technology as the first Canadian carrier to bring PTT service on the 4G network to Canada and the US. Plus, our PTT devices will soon be available on Canada's largest LTE network², allowing Bell customers to enjoy blazing-fast data speeds on their devices.



SONIM XP5520 BOLT ((PTT))

Does your business encounter similar communication challenges?
For more information about Push-to-talk services and how we can help, visit a Bell store or call 1 855 272-0776.

