

# TRANSPORTATION & HOSPITALITY

City Sightseeing – New Orleans



**safemobile**

## City Sightseeing of NOLA Depends on SafeNet



*"City Sightseeing uses SafeNet's GPS functions and they really like it! They are now very hands-on and that helps keep their customers happy."*

Wendi Weileman, Sales Executive  
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### Executive Summary

City Sightseeing New Orleans is an entertaining, informative, and fun city excursion offering exhilarating transportation to tourists around and about New Orleans in their world-famous fleet of open-top, double-decker buses.

Making transportation a fun and memorable part of visiting New Orleans, Louisiana is an everyday thing for City Sightseeing New Orleans. The fleet operates seven days a week and transports thousands of visitors and passengers along a continuous 2-hour tour loop through the city. Guests may hop-on at any of the 18 stops along the route, as a double-decker, open-top bus visits each stop in 30 minutes or less.

### Their Challenges

Within the hustle and bustle of New Orleans tourism, City Sightseeing operates a busy hop on and off transportation tour. Seamless and timely communication between bus drivers, home office dispatch, and ticket sales stations throughout the city is paramount to providing an excellent customer experience for their riders.

## TRANSPORTATION & HOSPITALITY - CITY SIGHTSEEING NEW ORLEANS

The bus tour company needed to interconnect city wide with all bus drivers in route and the sales people on the streets who sell tickets to the riders who hop on at any of their 18 various stops, every half hour throughout the day. City Sightseeing chose to communicate on MOTOTRBO radios using Tomba's connect plus city wide airtime system and have added SafeNet GPS to their radios so that they can track the speed, heading and location of all drivers.

### How SafeNet Has Helped

Stellar service and a premium customer experience are a priority for both of City Sightseeing and SafeMobile. Using SafeNet, sales people effectively monitor their tour bus routes in real-time via the online portal on their mobile I-pads. Personnel at all stops, at ticket desks, or in the phone-center are able to view buses as they arrive and may inform their patrons to set service expectations. SafeNet is used to acquire the bus's last reported destination, speed and heading details.

### Results & Return on Investment

While SafeNet assists with timely and efficient fleet management, the solution also provides valuable insights into driver's speeding habits, time on the clock, route bread-crum trails, idle times awaiting passengers to embark/ disembark, geo-zone and landmark alarms to record visits per day and many more reports featuring analytics that administration can use to efficiently manage cost-effective bus routes. This will save their company money while also ensuring and maintaining their first-class customer service.

*SafeNet is a professional cloud-based fleet management solution that enables two-way radio users to manage their radio system through an intuitive display, using a live GPS Google mapping interface, Messaging, Alerts and Alarms, Analytic Reports and other features designed specifically to enhance business critical communication.*



*"City Sightseeing transports hundreds of passengers simultaneously with ease."*



***"SafeNet allows us to monitor and evaluate our timing along the route, enabling real-time improvements and a more consistent, reliable service to our customers."***  
***Emily Valentino - General Manager, City Sightseeing New Orleans***

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