



Alberta Motor Association maintains constant communication 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.

“ Drivers would disappear off of the grid for hours and it was difficult to track them down. ”

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. 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 Push-to-talk (PTT) from Bell?

Canada's largest LTE network.¹

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 for details.

Canada's largest Wi-Fi network.

Your team can stay productive and conserve data while on the go. And you can make secure PTT calls over Wi-Fi.

Powerful PTT technology.

PTT from Bell uses the same one-touch technology used by some of the largest U.S. carriers² – the industry's clear choice in PTT technology. Plus Bell offers a wide range of PTT devices and accessories, including the largest selection of rugged devices.

* As ranked by PCMag.

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.

Powerful Push-to-talk service from Bell.

Combining one-touch voice communications with blazing-fast data speeds, Push-to-talk from Bell uses the same one-touch technology used by some of the largest U.S. carriers² - the industry's clear choice in PTT technology.



SONIM XP5520 BOLT 

An ultra-rugged device equipped with a 3 year manufacturing warranty.



Watch our demo at:
bell.ca/demoPTT

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.

