

# Push-to-talk (PTT) Case Study: Classic Towing & Storage

Bell Push-to-talk enables dispatchers to instantly connect with their drivers, wherever they are, on Canada's largest LTE network.<sup>1</sup>



Headquartered in Toronto, Classic Towing & Storage has offered superior roadside assistance to customers across the province of Ontario for more than two decades. Whatever the need – flat tire, dead battery, or towing assistance after an accident – Classic Towing is known for providing prompt, reliable, courteous service that minimizes customer downtime and frustration.

Classic Towing has more than 150 light, medium and heavy duty tow trucks, making it well equipped to handle a wide array of vehicle towing and transportation needs. With ten sites across Ontario, and their Toronto headquarters housing eight professional dispatchers, Classic Towing has the resources to get the right truck to the right location.

## The Need

Classic Towing prides itself on its ability to rapidly identify and dispatch the right resource when a call comes in. However, the vehicle-mounted radios they were using did not offer the coverage needed to reliably reach its drivers throughout the province and drivers were unable to take these radios with them whenever they were outside of their vehicles, preventing dispatchers from reaching them.

What's more, drivers found the constant stream of voice traffic, frequently targeted at groups, to be a distraction that made it difficult to focus on the dispatch instructions meant specifically for them.

## The Solution

Classic Towing chose Bell Push-to-talk (PTT) to provide fast, secure and reliable instant communications that enable drivers and dispatchers to broadcast time-critical information. The Bell PTT solution not only eliminates unnecessary chatter, it allows dispatchers to control who drivers can communicate with. Plus, dispatchers can stay in contact with drivers – even when they're away from their vehicles.

The Bell PTT solution runs on Canada's largest LTE network,<sup>1</sup> enabling dispatchers to reach drivers instantly virtually anywhere. In addition, the PTT dispatch console application seamlessly integrates the broadband PTT, talkgroup scanning, call recording and GPS location information dispatchers need to monitor and direct driver activities in the field.

Customer satisfaction is the number one priority at Classic Towing, and with the help of Bell's PTT solution, they have now shortened response times and continue to deliver superior customer service.

To learn more about how Bell's Push-to-talk solution can help make communications across your team more effective, [speak to a Business specialist](#).



<sup>(1)</sup> Based on total square km of coverage on the shared LTE network available from Bell vs. Rogers' LTE network. See [bell.ca/LTE](http://bell.ca/LTE) for details.