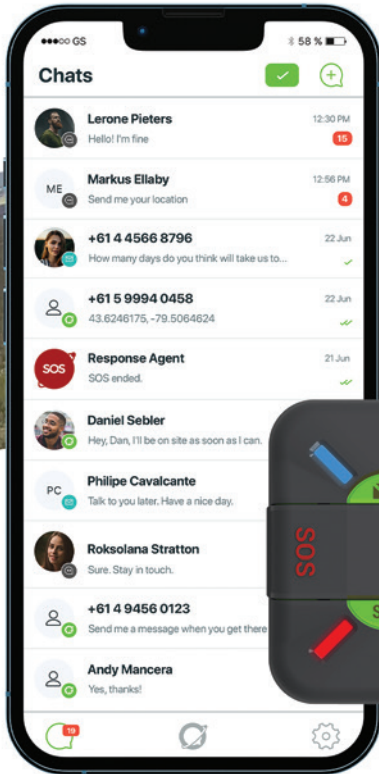




# How ZOLEO Enables Trail Bus to Communicate on the Trails



## OVERVIEW

Trail Bus, a company specializing in curated trail running and hiking tours, provides its clients with unique outdoor experiences. Dedicated to enabling adventurers to explore the natural beauty of remote areas, the business ensures confidence and safety in every excursion. It specializes in navigating challenging terrains and offers personalized guidance to accommodate various skill levels.

In remote locations, the operational challenges faced include managing risks such as unpredictable weather and environmental hazards while ensuring the safety of all participants. Reliable communication across vast and often rugged areas is essential to their operations, especially when dealing with emergency situations like bushfires.

## CHALLENGE

Before ZOLEO, communication for Trail Bus primarily involved satellite phones, GPS positioning radios, SPOT devices, safety beacons, PLBs, UHF radios and traditional mobile phones. These methods often proved unreliable because of coverage

limitations and environmental interferences. ZOLEO enabled Trail Bus to streamline their communication, acting as a tracking tool for the organization as well as their primary emergency response solution. It allowed them to retire their other satellite devices and enabled the guides and support crew to better maintain communications outside of mobile reception.

Improving their emergency response processes highlighted the need for a robust communication system that would allow tour guides to communicate any plan changes whilst touring, to maintain the safety and quality of experience for the group.



***ZOLEO has become an indispensable part of Trail Bus's commitment to safety and adventure. With ZOLEO, we're not just carrying a device – we're carrying peace of mind.***

– Chris, Trail Bus



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*Whether it's a sudden change in weather or an emergency that needs an immediate response, ZOLEO keeps us connected, informed, and prepared. It's not just a communication device - it's our lifeline in the wild.*

– Chris, Trail Bus



## SOLUTION

The integration of ZOLEO into Trail Bus’s operations provided their team with a comprehensive solution to their communication challenges. ZOLEO features, such as reliable message delivery via satellite or mobile networks, real-time weather updates, automated location sharing and IP68 rating, significantly enhanced their ability to maintain constant and clear communication among guides and with support staff. The Medical Assist first aid support chat offered by ZOLEO has been particularly valuable for them in addressing incidents on the trail promptly.

## OUTCOME

Implementing ZOLEO devices has led to notable operational cost savings by streamlining communication processes, reducing the need for multiple devices, and avoiding potential emergency situations through timely and accurate information exchange. Trail Bus’s communication with clients has become more efficient and reassuring, instilling greater confidence in their ability to provide a safe and well-coordinated tour experience.



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