

"We needed communications which weren't going to be compromised."

Interview with Elite Executive Cars director, Terry Petras



Elite Executive Cars use Zeon Digital radios across greater metropolitan Melbourne.

Drivers can be more relaxed talking, knowing they are not going to be hit with a huge mobile bill.

For many small businesses, communication costs can often be the difference between losing money or making a reasonable margin on their products or services.

Mr Terry Petras, director of Elite Executive Cars needed to upgrade his communications but also had to keep a tight rein on such costs.

"In our business, which is primarily transporting corporate clients, doing airport and tour transfers, wedding parties and special events, we need to have quite involved conversations to ensure precise instructions are communicated and understood. Each driver must know exactly where and when to pick up patrons. These explanations can take quite some time when advising the driver of the exact location.

"We needed communications which weren't going to be compromised. However we also needed to look at how much money each call was costing, which can often be more than five minutes. When we were using mobile phones this could result in a considerable amount of money for a small business such as ours," Terry says.

The Zeon Digital network in Melbourne is the cost saving alternative.

The set price per month, with unlimited calls, is a huge advantage to a business such as Elite. The price can be factored into its balance sheet and there are no fluctuations or hidden extras.

"Drivers can be more relaxed talking, knowing they are not going to be hit with a huge mobile bill."

"With our major route being Melbourne CBD to the airport, it's a huge benefit knowing that clarity of reception is reliable on this busy stretch of road," says Terry.

The Zeon Digital system has been in use since 2006 and Terry has nothing but praise for its cost saving benefits.

"I'm very happy with Zeon Digital, especially from a financial point of view. And the drivers have responded very positively to all the features that the Zeon Digital system offers."

A final word from Terry Petras;

"Once we build our fleet to around 20 cars we will activate the GPS system that is one of the features that the Zeon Digital system offers. It will be a massive advantage to be able to track where the cars are in metropolitan Melbourne," he says.

Why two-way radio?

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Why Zeon Digital?

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