

"We can now provide drivers with a state-of-the-art communication system."

Interview with Statewide Towing Service owner, Danny Keating.



Statewide Towing Service use Zeon Digital radios from south-east and rural Queensland to northern NSW.

"This move will put us in good stead for the future."

When operating a 24 hours a day, seven days a week business such as towing, it's imperative to have the best available equipment to ensure rapid responses to customer requests.

"What I really like about this new Zeon Digital system is the quietness of it when it's not being used and the clarity of it when it is being used," says owner, Danny Keating.

With a background in service, Danny and his wife Libby are all too aware that putting customer service and satisfaction at the top of their list is an essential part of keeping their company at the forefront of their industry.

Statewide Towing Service is a long-established family-owned and operated transport firm, based at Ashmore on the Gold Coast in Queensland. They run a fleet of seven tilt tray trucks servicing the south-east and rural Queensland and northern New South Wales, so cost-effective communications coverage was fundamental to the ongoing efficiency of their business.

Danny explains that there was an increasing reluctance on the part of the drivers to use the aging infrastructure of the old system, and sometimes the feedback on the old radios was so bad it was frightening. And coverage was a challenge outside of the repeater zone, so when looking for a new system it made sense to go digital.

"Coverage on our previous system had reached its absolute limit, so we were desperate to find a supplier who could provide us with maximum coverage. The Zeon Digital system is really good, especially now that the network has area wide coverage," he says.

Now that the Zeon Digital network is complete, there is the expectation of even greater coverage.

"The drivers are extremely happy with the extra coverage and the clarity of the radios. When they're taking credit card details over the phone, it's important to be able to hear clearly. Especially when they're on the run, they can drive and listen at the same time. Additionally, there's a cost saving as well, as there's no longer a need to use mobile phones.

"And they're user friendly, they're a lot less complex than a lot of mobile phones," says Danny.

With several well known clients, such as Avis, Budget and Hertz, Danny knows he has to keep up with technology to keep customers happy and competitors at bay.

"In a financial climate such as we have now, it's doubly important to keep customers satisfied, since the competition tends to intensify under these conditions. And while our turnover of over a million dollars is substantial, our aim is to keep it growing. An effective communication system is part of our strategy to keep expanding.

"I feel confident that this move will put us in very good stead for the future. When we purchase more trucks we can provide new drivers with a state-of-the-art communications system. They'll be happy with that," says Danny.

Why two-way radio?

"An effective communication system is part of our strategy to keep expanding."

Why Zeon Digital?

"The area wide coverage and clarity of the Zeon Digital network makes the drivers extremely happy."

