

Ready2Talk

Fleet Management Best Practices

Re: Embracing New Technology = New Business Opportunities

Everyone starts their business because they had a good idea and wanted to take it to market. Often we are so busy we don't get the time to look around for new opportunities, other times you have more great ideas but don't know how to make them happen?

We have the advantage of working with many innovative tour operators that have some very ingenious ideas and are happy to share. We also listen to our customers and design and build to their needs... let me explain.

Here are a few ideas that make use of a few Ready2Talk products.

Karaoke Tours

This all started with Vancouver Trolley Co. as a creative way to continue to use some vehicles during the off season. When most fleets are putting their vehicles away for the winter season VTC asked us how to add video screens and a karaoke machine for Christmas Karaoke Tours. In a few short years they now run 10 vehicles that are fully booked nightly from Nov. 15 to Dec. 31!

The Karaoke theme can be easily expanded for year round, Show Tunes Karaoke, Scary Halloween (Rocky Horror), Brewery Tours (99 bottle so beer on the wall)... so let you mind run WILD. This is perfect for any type of vehicle especially unique ones; Fire Trucks, Vintage Busses, Trolleys... watch your biz grow and your guests have a TON of fun!

Equipment Required

You can do this easily with our new PA 64 amplified PA system. Here is what you'll need:

- Ready2Talk PA 64
- RME Rear Mic Extension Cable
- 2 x HM BT2 wireless hand mics **or** 2 x HM 2C wired hand mics
- 12 Volt Video Screen
- Aftermarket Car DVD player or Car stereo with SD card or USB slot (e.g. Nesa DVD 1005)

One thing to stay away from is using any 110V TV's, AC lights and audio equipment! When using 12V to 110V inverters, they generally induce noise caused by their internal circuitry because they're NOT designed for sound equipment. The solution... stick with 12V TV's or video screens and DVD players.

See the PDF "PA 64 Karaoke Wiring" at the bottom of our FAQ page at www.ready2talkpa.com or give us a call. We'll walk you through it. It's super easy!

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Scrolling Video... (Advertising – Safety Notices – Information Delivery Systems)

Generally when I mention advertising on board, the response is either REALLY HOT or REALLY COLD and for good reason! It can very easily ruin the mood of the tour by making things too commercial or impressionable, but when it's done well, it can be an excellent revenue source AND it can explain more about the upcoming vendors in the areas that your guests will be visiting shortly. Video can also help highlight some of the sights obscured during bad weather / visibility. IT'S YOUR CALL! Generally, scrolling advertising plays the video without the sound, (or not) therefore it can be a standalone system or part of the PA system. Put some thought to it... you might come around to the idea?

Like the Karaoke system above, you'll need a 12V DVD player with a SD or USB slot and a 12V video screen / monitor. Because it's generally only video, you don't need it connect it into the PA system, but you could with our PA 64.

Safety Notices

In our ever growing litigate society that we live in, it can be best to ENSURE that every guest gets the same "Full Safety Message", rather than rely on your guide's interpretation of your important information.

This can be easily added to any existing Ready2Talk PA system by connecting an iPhone / iPad or MP3 player into the AUX input on the front of our PA systems. If you require a video component, it is very much like with the Karaoke or the Advertising idea mentioned above.

Automated Tour Systems / Information Delivery Systems (also as a Training Tool?)

In the past Automated Tour Systems / Information Delivery Systems (IDS) have been home grown, or if professionally produced can be very expensive. With the ever increasing push towards Distracted Driving Laws that limit drivers using a microphone, IDS needs to be considered.

One past creative solution is recording the tour dialogue on a CD (yes a CD) and hitting start and pause as the tour progresses along the route. Although this can be done, you might need to hire driver guides that resemble octopi?

We are currently developing our Multilingual / GPS / Tablet Based system as an Audio only or Audio and Video IDS that will easily connect to Ready2Talk systems.

If you plan on having Audio only then you can play the directly into the AUX input on any of our Read2Talk PA systems OR if you want to have video as well, then use the equipment list as in the Karaoke system. REMEMBER... you can still have a mic override for live commentary embellishments.

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As a Training Tool

One more component of our IDS is “as a staff training tool”. It can be hard to find a good driver that can be a good tour guide or vice versa so proper training is key.

Your route and dialogue can be loaded onto our tablet and then your new staff member can have all your trigger / talking points and script memorized without having to have a company trainer or vehicle constantly with them until they are tested. Do I have your attention???

Our upcoming IDS is expected in early 2018, give us a call and we'll put you on the first contact list.

Last Words

I hope this has opened your mind to some interesting and ingenious ideas that are in use today by tour operators. Can you enhance **your** tour experience for your guests? I bet you can.

At Ready2Talk we pride ourselves in listening to our customers then we design and build what they need, because we learned years ago that “if you have a need for something... chances are there are tons more companies that have the same need.

Looking for an electronic product that we don't currently offer... please let us know! That's how we continue to grow in leaps and bounds.

If you have any questions about this topic or pricing for a quantity purchase, please give us a call.

Cheers,

The Ready2Talk Team