

# PUSH TO TALK LTD

## EVERYBODY INSTANTLY

### What is Push to Talk?

By pressing just one button on your mobile you can instantly talk to one or everybody in your chosen group, anywhere, all at the same time. The PC client allows an administrator to instantly talk to a driver or group of drivers at the click of a mouse at no cost.

### How does it work?

PTT acts like a global walkie-talkie using the GPRS connection on your mobile. We text you free software that sets up your mobile.

### Equipment and network requirements?

No need to change anything, even if in contract. PTT works on all Nokia handsets and across the O2, Vodafone and Orange networks.



### CASE STUDY: for BrightLance Solutions

BrightLance Solutions (BLS) provides PR for expeditions, sports events and green businesses. Running for 3 years they employ 18 staff and work from London offices.

Pádraig Morgan, MD, told us business is booming but his staff have to work on multiple projects and are often out of the office. However, rather than employ more people he was looking for a way to maximise his resources. He had heard about PTT and wanted to try it.

BLS tested PTT on 10 mobiles and was astounded. Staff could hold instant ad hoc brainstorming sessions within and between teams from anywhere. In their words, "Creativity blossomed and productivity increased" plus they didn't need to hire more staff.

BLS has now put PTT on all their mobiles. As an extra bonus, Pádraig found PTT to be a great icebreaker at meetings "Clients think it's cool and often want a play on it in meetings. They can see why PTT maximises our time and the benefits this gives their campaigns".

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*Widely used in the USA, Push to Talk is the newest, fastest and most cost effective communication system for business mobiles*

## JOHN THE HERO



### Improving productivity and cutting costs

Feature	Benefit
Instant contact between base and agent's	Staff productivity gains
Free calls from base to agent's mobiles	Save money on landline to mobile calls
Base can get instant response to agent's issues	More customer satisfaction
Group calls can be setup between agent to agent	Stronger base/agent bond
Agent's can conference call in teams	Engages and motivates staff
Lone worker security	Meets Jan 09 employment regulations

