

Case Study - St. George's Shopping Centre



Introduction to company

St. George's Shopping Centre is a 220,000 sq ft centre and high street built over four levels with a combination of retail and leisure services; including both open mall areas as well as enclosed service corridors, a loading bay and external areas along with a two-storey 640 space car park.

With multiple teams from Centre Management to Cleaning and Security, servicing thousands of shoppers a week, reliable and instantaneous communication between teams is a vital component of the centre's operation, especially in the event of an emergency.

The Challenge

St. George's Shopping Centre contacted Resound as it was considering the upgrading of the existing analogue two-way radio system to digital which could help boost productivity by improving communication between members of staff.

They were also eager to understand how a better communication network could help to improve the levels of Health, Safety and Security for staff within the centre.

Of particular concern was the safety of staff when entering several remote areas within the building, especially within the service corridors, loading bay and when working at a distance from the perimeter of the centre.

Within these areas, with visibility not at optimal levels, there were some concerns that any staff who were injured or needed assistance would not be able to communicate with other team members or raise an alarm.

Due to the size of the site and the nature of the complex – built over several floors – it was essential that any solution was able to deliver high performance and effective communication across a large area and allow for centre-wide and team-to-team communication for at least 26 members of staff.

CUSTOMER PROFILE

Location:
South

Industry:
Retail

Products / Services:
Motorola DP4400e
Motorola SL4000e
Motorola SLR5500 Repeater
Motorola DM4600e
Ofcom Radio Licence

Benefits:
Rugged, IP68 protection
All, Group & Private Calling
Crystal Clear Audio
Dedicated Emergency Button
Lone Worker Protection
Excellent coverage



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Resound Limited, 11 Anglo Business Park, Smeaton Close, Aylesbury, Bucks, HP19 8UP

Robin Bennett, Soft Services Manager at St. George's said: "Many of our staff spend the majority of their day moving around the different areas of the shopping centre so ensuring they are able to communicate effectively is essential for us."

"Whether this is staff on the shop floor being able to communicate with each other or being able to communicate with the Centre Management – or vice versa – we needed a robust communication system so that any team member could contact whoever they needed to, quickly."

"This was particularly important for us when ensuring the Health and Safety of our staff, as the Centre includes several darker areas and some staff are required to work a distance away from the main building."

The Solution

After a survey of the area, Resound recommended a combination of digital, hand-held radios and a digital repeater base station to ensure consistent coverage and the application of trunking software which would enable multiple talk groups to communicate throughout the centre.

This equipment met the centre's requirements for staff members to be able to communicate instantaneously within and across teams to not only improve efficiency and responsiveness to customer or retailer requests, but also to improve their speed of dealing with emergency situations.

There is also the benefit that the system can be easily expanded at a later point in time if needed, and it is possible to integrate with other building management systems that may be deployed by the centre.

"The features of the Motorola DP4400e Hand Portable Radio have helped to ensure employees have access to a robust and reliable communication device while the health and safety features – such as Lone Worker – provide a higher level of confidence among staff." - Robin Bennett

The Results

St. George's Shopping Centre has been able to seamlessly integrate its new digital two-way radio devices and accessories into its existing communication network while helping to improve confidence in the network amongst its team.

"We have been able to greatly increase our coverage throughout the main centre and surrounding area. We have also been able to increase our peace of mind when it comes to the Health and Safety of our employees within the areas we'd identified as a potential risk, and this is something that is also noticeable amongst our employees as well.

"The additional individual features such as battery life and battery management have also helped reassure our team that their communication network is reliable and we have been able to adopt the extended network without suffering any interference or technical problems." – Robin Bennett

"I had worked with Resound about 10 years ago while employed at a different shopping centre so I had experience with them and knew they were capable of meeting our requirements. Their team acted as much more than just a supplier, working with us to assess our needs properly from an operational standpoint and recommending equipment to meet our specific needs."

"We had also reached the point with our incumbent supplier that they had stopped meeting our needs as a customer and we were having problems with communications, support and feedback – all of which has now improved after bringing Resound on board."

[Contact us for more information:](#)

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