

# RICHARDSON'S BOATING HOLIDAYS



## HOLIDAYMAKERS GET ONLINE EASIER IN NORFOLK'S REMOTE WATERWAYS

EE Public WiFi helps keep the business compliant and in control while its customers stay connected

### Customer's challenge

Richardson's has been offering boating holidays in the Norfolk Broads for more than 70 years. With over 300 boats in total, it's the largest operator in the region.

In Richardson's next-generation cruisers, customers expect the highest standards of comfort and on-board facilities. Increasingly today's holiday experience means being digitally connected, so guests can stay in touch with their friends, families and workplaces. Not offering this could affect bookings.


WiFi has been added to the list of must-have requirements for holidaymakers, not just to help plan their routes and get the most out of their boating holidays, but also to share experiences through social media.

"People want to make the most of their time exploring our vast waterways on a boat that provides a real home-from-home," says Chief Executive, Greg Munford.

"But coverage and signal strength with our previous WiFi solution was pretty limited throughout Norfolk's remote countryside. We turned to EE because we knew they had been successful in delivering good service in hard-to-reach areas for other companies."

### Our solution

Over 100 boats were equipped with 4GEE Public WiFi in the first six months, with the rest due for completion by spring 2016.

 **After giving the solution a thorough road test it was clear the EE network offered the best service levels in terms of speed, signal strength and mobile data coverage.**

**Adam Yardley, Marketing Manager, Richardson's Leisure**

The company also liked the simplicity of EE Public WiFi. Built on business-grade hardware, each router is pre-configured, tested and shipped to site. EE also provided training to help fit the units, which are installed inside the boats.

"We installed the devices ourselves," says Adam. "They plug in to a standard power socket and are ready to go."


### Drawing on EE experience

There's no sense in paying for technology when it's not in use. So, EE came up with a tailored pricing plan to reflect the business's seasonality and high WiFi demand during the summer months. This helps the company optimise cash flow by matching costs with income.

## 4GEE at work case study

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The company was also able to tap into experience gained from similar EE projects. "We drew on that expertise, not just in setting up the service but also by ensuring compliance with all the latest legal regulations," says Adam." This was especially important when supplying guest WiFi to the public."

 **Using tablets and smartphones they can look up maps, local attractions and promotions to get great deals. And memorable moments can be captured on the spot with tweets, Facebook updates and photos on Snapchat and Instagram. 📱**

Greg Munford, Chief Executive, Richardson's Leisure

Greg Munford sums up: "With improved Internet access our customers can now plan their journeys better. Using tablets and smartphones they can look up maps, local attractions and promotions to get great deals. And memorable moments can be captured on the spot with tweets, Facebook updates and photos on Snapchat and Instagram."

### Get in touch

To see more examples of how 4GEE can transform your business visit: <https://ee.co.uk/4geeatwork>

To learn more about Richardson's Boating Holidays, go to: [www.richardsonsboatingholidays.co.uk](http://www.richardsonsboatingholidays.co.uk)

Follow EE on [LinkedIn](#)

Request a call-back at:

<https://ee.co.uk/business/large/call-me-back>,

or for more information please phone **0800 079 0876**

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### The UK's biggest and fastest overall network

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