

Connecting The Slopes:

How a DAS Helped Transform A Major Ski Resort



The Situation

Ski Resorts offer a chance to relax and disconnect from the wired world. Unless, of course, you're the owner of a major ski resort & casino and the ability for employees to communicate is critical to your business. In this instance, the operations of a major ski resort were compromised due to poor communication between a two-way radio and PBX. The lack of seamless indoor/outdoor communication between management and support staff was impacting every aspect of daily affairs around the resort, leading to poor customer service.

The Challenge

How do you create coverage for a single, remote area of a ski resort where support staff spends most of its time when they are out of range of the resort's existing communications signal?

The Solution

When a customer has an existing DAS, also known as a customer owned and maintained (COAM) system, AT&T can design a custom solution to enhance coverage in areas that aren't being served. In this instance, our engineers studied the resort's existing DAS and dropped in a strategic signal source that would enhance coverage in an area in the back of the resort that was critical to the business' overall success

The Benefits

With a strong internal signal and no dead spots, management is now able to communicate effectively with resort staff anywhere on the property. The end result is a more efficient staff and improved customer service resulting in higher satisfaction among guests.