



"What a fantastic solution to brief customers during a bus ride. Customers simply launch the crowdbeamer app, and can instantly view all information on their smartphone!"

Gregory Sergeant,
Go4Cycling partner

USING CROWDBEAMER, GO4CYCLING BRIEFS CUSTOMERS DURING CYCLING EVENTS AND BIKE TOURS.

Go4Cycling is a sports tour operator specialized in customized cycling events. The company offers VIP hospitality experiences for all Spring Classics (a series of one-day cycling races held throughout Western Europe, including Milan-San Remo, the Tour of Flanders and Paris-Roubaix) and for multi-stage bicycle races such as the Tour de France and the Giro d'Italia. Providing elite quality services for cyclists and spectators, Go4Cycling also organizes custom-built bike tours, corporate events, and business incentives. Go4Cycling uses crowdbeamer for customer briefings during events and bike tours.

NOTHING IS IMPOSSIBLE

"Whenever we build custom-tailored bike tours or events," Gregory Sergeant says, "our credo is that 'Nothing is impossible.'" To guarantee our customers the experience of a lifetime, we prepare everything to perfection. That includes professional coaching during every event, and making sure our customers get all the information they need."

OFFERING A UNIQUE SPORTING EXPERIENCE

Informing customers during a cycling event or tour is not as easy as it seems at first sight. Communication moments need to be carefully selected such that they do not stand in the way of a unique sporting experience.

"Short briefings during bus rides or in a hotel lobby are therefore ideally suited to inform our customers," Gregory Sergeant continues. "But since communication infrastructure in buses

or hotel lobbies is rather limited, we used to rely on informal oral briefings. Unfortunately, oral briefings are usually not very effective. People quickly forget what's being said, or just lose the paper on which they carefully noted down the information.

That's why we continued to get the same questions over and over again after each briefing, even though we covered them extensively during the briefing. That became an issue for us. If you want to be serious about offering customers the experience of a lifetime, it's an issue you need to solve. There was simply no option but to further professionalize our full range of services – including communication during events and tours."



CHALLENGES

- Briefing customers where no technical infrastructure is available
- Sharing information such that it can be captured by customers
- Keeping it as easy as possible for both staff and customers



WHY CROWDBEAMER?

- Crowdbeamer makes it possible to share information anywhere, even during a bus ride or in a hotel lobby
- Customers can safely store all information on their smartphone
- Using crowdbeamer is as simple as connecting the presentation tablet, and launching the free app on a smartphone

LAUNCHING THE APP, THAT'S ALL THERE IS TO IT

Go4Cycling, therefore, started looking for a solution that makes it easy to brief customers effectively, whatever the circumstances. During this search, crowdbeamer quickly came into view. "After all, most customers bring their smartphone along when they join our events and tours. Crowdbeamer is therefore very well suited to serve the needs of our target audience. Customers only need to install the free crowdbeamer app on their smartphone. As soon as they launch the app during our briefings, everybody instantly gets our information displayed on their smartphone.

And thanks to its built-in battery, we can perfectly use crowdbeamer during a bus ride or in a hotel lobby. As soon as our staff connects the presentation tablet to the portable crowdbeamer device, they can start sharing information with our customers. Crowdbeamer indeed is a fantastic solution to brief customers."

PERFECT TO USE AT ANY LOCATION

"Once you start using crowdbeamer, it's so easy to discover new opportunities," Gregory Sergeant continues. "A visual communication tool such as crowdbeamer enables us to provide our customers with much more relevant information than ever was the case in the past. If we want to inform them about the next day's ride, just to give an example, we can now summarize that information in a few slides. The

complete track, the critical points along that track, ... can all be documented in a professional manner using maps and diagrams. We can then share all of this with our customers, who can use the crowdbeamer app to take screenshots and store these screenshots safely on their smartphone.

And to make all of that possible, we do not have to make any compromises at all. Crowdbeamer just works perfectly at any location, whatever the circumstances. Just imagine, for example, the busyness and excitement during a VIP hospitality experience such as the one we organize during the Tour of Flanders. We quickly have more than 500 customers participating, spread over many buses. Thanks to crowdbeamer, these bus rides will be ideally suited to brief a large group of people."

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FURTHER PROFESSIONALIZING COMMUNICATION DURING EVENTS

"Of course, we also use crowdbeamer during more traditional types of presentation," Gregory Sergeant concludes. "Quite recently we launched our training modules, a new initiative to inform customers about various aspects of cycling. Crowdbeamer not just enables them to get the best view during the presentation, it also provides them with easy access to the information long after the presentation is finished. In my view, crowdbeamer is the perfect tool to further professionalize communication during our custom-built bike tours and cycling events."