

## CalMac

### Uses The Interalia TROUNCER For Innovative PA Announcements At A New Ferry Terminal



#### Overview:

Caledonian Macbrayne (CalMac) were finding Staff at their ferry terminals spent too much time making manual public address announcements during busy periods. So when they designed their new ferry terminal in Oban, Scotland they looked into innovative ways to automate announcements and free up staff to do more productive activities.

#### Problem:

CalMac found that Staff had to make so many manual public address announcements that it was negatively impacting their productivity and customer service. When planning their new ferry terminal CalMac contacted T.G. Baker (Sound) Ltd., one of the United Kingdom's leading PA/VA system houses, to see what they would recommend for the new terminal.

#### Solution:

T.G. Baker worked closely with Interalia to develop a state-of-the-art PA system for CalMac's new ferry terminal. Based on Interalia's TROUNCER, the pioneering system uses .wav files to provide high quality passenger announcements. The system enables CalMac's operators to **programme a series of general announcements in advance** and have the TROUNCER play them out at specific times. These messages may tell passengers not to leave their luggage unattended or that smoking is prohibited in the terminal, etc.

The new system even lets CalMac staff **enter the ferry terminal timetable arrival and departure announcements** into the TROUNCER in advance. The TROUNCER then plays back the messages under manual, automatic or computerised control at the exact time the staff want the announcements made. Even though most messages are programmed in advance CalMac still has the flexibility to make manual announcements or change messages as often as then need to.

"The service and advice offered by T.G.Baker (Sound) Ltd was second to none and the technical specifications of the TROUNCER matched CalMac's requirements perfectly," says Kenny Boyd, CalMac's Port Operations Manager.

#### Benefits:

The new system has a lot of benefits. Firstly, it enables CalMac staff to pre-programme most of their messages in advance so they don't have to make manual announcements during busy times. This frees up staff to do more productive activities like helping customers. Secondly, because staff are not doing live announcements they can record a message multiple times until they are happy with it, resulting with announcements that are more consistent and professional. Lastly, although automated, the system still enables CalMac Staff to make manual announcements when required.

#### The Future:

Currently the TROUNCER is used to broadcast audio announcements within the terminal but in the future CalMac may also use it to control and drive visual information displays signs at the terminal or on-board any vessel. "The system's ability to play the same pre-recorded message on any TROUNCER unit, and to interconnect with our vessels' GPS systems, offers great future potential for geographic specific messages to be placed on board vessels, without the need for manual intervention, to ensure a consistently high corporate standard throughout our network", says Kenny Boyd CalMac's Port Operations Manager.

CalMac may even decide to sell advertising space on the TROUNCER as a potential revenue generator. "The flexibility of the system means that advertising by local companies can be downloaded into the unit and entered into the schedule, raising the profile of local businesses and a potential revenue generator for the system owner", says Brian Andrew, Director of T.G. Baker (Sound) Ltd.

#### Caledonian Macbrayne (CalMac):

CalMac currently owns and operates a fleet of 31 vessels providing passenger, vehicle and shipping services to the islands off the West Coast of Scotland and in the Clyde estuary. Two other vessels are retained on Charter. The 26 routes within the network carry more than 5 million passengers and over one million cars each year.