

# CUSTOMER OVERVIEW



## Top View Sightseeing NYC

A sightseeing tour agency in New York City. Top View runs double-decker bus, boat, bicycle, and helicopter tours across NYC.

- Number of Buses: **50**
- Tours Offered: **Bus, Boat, Bicycle, and Helicopter**
- Established **2003**

” We decided to update the level of our fleet, our safety and our security. We had to get cameras across all our buses. Even though this is a costly project, this is something that’s imperative. ”

## STORY

Managing a fleet is a very difficult and complicated task. This is especially true in the hospitality industry. It is a big challenge to protect both your customers and employees. Alon Brand, from Top View Sightseeing NYC was having some safety issues with his business. Accidents were increasing, and he wanted a better way to monitor customers and operators during the daily bus tours. These accidents were driving up insurance and risking the lives of pedestrians and other drivers. It was very hard to regulate customers standing up during the tour and any disagreement with the operator became a “he said, she said,” situation.

## PROBLEM

- Monitoring customers and operators
- Increasing accidents
- Decrease in drivers' confidence
- High insurance costs and false claims

## SOLUTION

- **MobileMule™ 8170** - 9 Channel Mobile DVR
- 8 interior/exterior cameras
- Record all camera views
- Erase blind spots
- Record location and route with built-in GPS
- View and download live footage remotely

## RESULTS

**\$8K** saved in first year alone

**150%** return on investment



Decrease in insurance costs



Heightened operator/customer awareness



Increased safety, no accidents



Protected against bogus claims