

SouthernLINC Wireless Facilitates Immediate Communications for RJM Farms

Overview

Founded in 2000, RJM Farms is a family-owned logging company in Lyons, Ga., that employs approximately 100 people. Over the past eight years, the Williams family has successfully grown RJM Farms into one of the largest logging companies in the Southeast. The company maintains a fleet of 12 logging crews throughout the state of Georgia.

SouthernLINC Wireless began supporting RJM Farms shortly after the company's inception. Roland Williams, founder and president, selected the regional wireless carrier because of its premier Push to Talk two-way radio feature that facilitates real-time, private communications in urban and rural areas. Roland's son, Jason, has recently taken a larger role within his family's business as the human resources manager and has experienced the benefits of a wireless partner that's able to provide reliable communications services – even in wooded areas.

Challenge

According to the Occupational Safety and Health Administration, logging is one of the most dangerous occupations in the United States. Loggers work in remote and rough terrains, and, therefore, need wireless devices that function even in isolated areas of a forest. Not only is it important for workers to communicate with each other on the job, but should an accident occur, a functional device is necessary to call for emergency assistance.

Before selecting a wireless partner, RJM Farms relied on a number of communications devices, such as pagers and a citizens band radio system. Management wanted a communications partner that could provide a complete solution, so they wouldn't have to rely on numerous devices.

Jason Williams added that reliable cellular coverage in Georgia was not only valuable, it was necessary. RJM Farms' drivers deliver to rural areas that are often underserved by the national wireless companies, so it was very beneficial that SouthernLINC Wireless handsets function even in small towns.

Solution

Management felt that one of the big, national wireless companies wouldn't be a fit for the family business because of rural coverage limitations. So, they selected Georgia-based SouthernLINC Wireless to provide a comprehensive wireless solution.

Continued on back

RJM FARMS

Category: Business Solutions

SouthernLINC Wireless Proves to be Indispensable to RJM Farms

CHALLENGE

Since RJM Farms' loggers work in secluded – and often hazardous – terrain, the company's owners needed a wireless communications partner that could function in these areas. The company also needed a wireless partner that could provide reliable service throughout Georgia, since its drivers make deliveries statewide.

SOLUTION

SouthernLINC Wireless began providing wireless services, including its premier Push to Talk two-way radio, to RJM Farms in 2000 and has become a vital part of the company's operations. Specifically, LINCaround, the wireless carrier's off-network two-way radio service, is a necessity, since it ensures that loggers can communicate with each other within a six-mile radius using the Push to Talk feature on their SouthernLINC Wireless phones even when they aren't connected to the network.

RESULT

RJM Farms confirms that SouthernLINC Wireless has contributed to a safer work environment for the company. For instance, when a work-related injury occurred in an isolated section of the forest, employees were able to get assistance thanks to SouthernLINC Wireless.

Continued on back

In addition to reliable cellular service, the SouthernLINC Wireless Push to Talk two-way radio feature provides RJM Farms' employees with the ability to immediately and privately connect with one another. The company uses rugged Motorola phones that are built to military standards for resistance to extreme conditions such as dust, blowing rain, shock, temperature and vibration.

Since the SouthernLINC Wireless network was built to function in both metro and rural areas in the South, RJM Farms' employees don't worry about being unable to communicate with each other. Loggers assigned to remote areas of Georgia's timberland can manually transfer their phones to the off-network two-way radio communications mode, known as LINCaround™, which provides radio-to-radio coverage within a six-mile radius. Even if they're not in range to make cellular calls, the loggers know that they can connect in real-time at the push of a button via LINCaround. Recently, this service aided in a job-specific medical emergency.

"The other day, we had an employee get injured while on the job," explained Jason Williams. "Even though he was in the woods when the incident occurred, our employees were able to use the Push to Talk two-way radio service to call for assistance.

"The SouthernLINC Wireless phones are also vital in the rare event that one of our trucks breaks down when making a delivery," he continued. "Most of our drivers don't have personal cellular phones, so we know that providing them with a dependable SouthernLINC Wireless phone is important to their job."

Benefits

RJM Farms has identified three benefits of using SouthernLINC Wireless –

- *Safety:* If an accident occurs when RJM Farms' loggers are in the forest or if a driver needs assistance on the road, the reliable SouthernLINC Wireless network and rugged handsets allow employees to call for help.
- *Breadth of Coverage:* Since SouthernLINC Wireless functions across the state, RJM Farms' management knows they are able to communicate with an employee who is making a delivery hundreds of miles away.
- *Dependability:* SouthernLINC Wireless is a dependable communications partner for RJM Farms. Management appreciates knowing that their company's loggers can use the off-network two-way radio feature when in isolated locales.



A Southern Company

southernlinc.com

1-866-480-5462

BENEFITS

Push to Talk two-way radio from SouthernLINC Wireless is ingrained in the company's workplace because it facilitates immediate, private communications among RJM's employees. Further, SouthernLINC Wireless provides RJM's drivers and loggers with peace-of-mind knowing that they can reach someone, if a situation arises. Finally, because SouthernLINC Wireless functions in both metro and rural areas of Georgia, RJM Farms' management does not worry about losing touch with employees in the field.