



CASE STUDY

THE WAVE

ENHANCING SECURITY AND CUSTOMER SERVICE AT THE WAVE

The Wave is an innovative inland surfing destination founded on the principles of technology, nature, and human well-being. Nestled in a picturesque green space, The Wave features an incredible surfing lake that promises perfect waves to surfers of all levels. The core mission of The Wave is to bring the thrill of surfing to inland areas, using cutting-edge technology to place pristine waves at the heart of its green environments. This unique approach allows everyone to access the joys of surfing, establish a connection with nature, and embrace a happier and healthier lifestyle—the facility is located at Washingpool Farm, Easter Compton, Bristol, BS35 5RE.

THE PROBLEM

The Wave, complete with its camping site and recreational building, faced a security challenge that needed immediate attention. Although they had a security firm, they grappled with a pressing issue. The existing security service, although sufficient, fell short of being truly hospitable and had become excessively inflexible, contradicting The Wave's dedication to delivering an exceptional visitor experience. This problem had begun to cast a negative shadow over the overall perception of the facility.



THE SOLUTION

In order to address these challenges and create a warmer, more customer-centric security presence, The Wave embarked on a journey to find the perfect security partner. After exploring various options, they discovered the winning formula with On Site Security. Realising the need for a tailor-made solution, On Site Security's experts engaged in extensive discussions with The Wave's management team to grasp their personal requirements.

Together, they chose an approach beyond one-size-fits-all. On Site Security crafted a unique proposal that perfectly mirrored The Wave's vision and values. The outcome was securing the contract, that has continued to succeed since July 2021. To ensure that the security team embodied the essence of safety and exceptional customer service, On Site Security handpicked two seasoned officers renowned for these skills. In addition, they appointed a third officer as an extra relief resource. All three security officers underwent comprehensive training and detailed briefings about The Wave's needs.

In short, The Wave's search for a security partner that truly understood their objectives and values led them to On Site Security. The result was a bespoke security solution that met their needs and exceeded expectations, ultimately contributing to a more welcoming and customer-oriented experience for all visitors.



After almost a year of collaboration, they noted the professionalism, flexibility, and unwavering commitment to customer service that On Site Security provided. The positive transformation the new security team brought was above and beyond their expectations. They wholeheartedly recommended On Site Security, attesting to the security firm's positive impact on The Wave's operation and image.

- Jac Griffiths, a representative of The Wave.



THE OUTCOME

- ✓ The introduction of On Site Security marked a turning point for The Wave. The new security team effectively impacted the security of the facility. Guests warmly received the officers' friendly and approachable demeanor, and their willingness to assist staff members improved the overall experience.
- ✓ The security officers struck a delicate balance between providing Security and fostering a hospitable presence, aligning with The Wave's vision.



SUMMARY

In summary, the integration of On Site Security resolved the security challenges faced by The Wave. It reinforced the facility's commitment to delivering outstanding customer service and a welcoming atmosphere, ultimately improving the overall experience for all visitors.