



## FRESHSURF USES LOGITECH BRIO AND CONNECT FOR VIDEO CALLS WITH CUSTOMERS, NEW HIRES AND PARTNERS

FreshSurf, a provider of surfing holidays, offers surf camps, short courses, accommodations, and a range of outdoor activities on the Canary Island of Fuerteventura. The team at FreshSurf use Logitech BRIO and ConferenceCam Connect to communicate over video with their guests, new hires and business partners back in Germany.



### INDUSTRY

Tourism (Surfschool)

### LOCATION

El Cotillo, Fuerteventura, Spain  
(Canary Islands)

### WEBSITE

[www.freshsurf.de](http://www.freshsurf.de)

### PRODUCTS USED



Logitech BRIO



Logitech ConferenceCam Connect

### THE CHALLENGE

FreshSurf was looking for ways to communicate with clients that would eliminate the physical distance between their headquarters on Fuerteventura and customers in Germany. Video conferencing allows them to communicate in real time and showcase the surf school. When choosing the video solution, the team at FreshSurf was looking for a flexible, user-friendly, affordable yet high-quality solution.

### SOLUTION

FreshSurf chose Logitech BRIO for casual video calls from employee's desktops, highlighting its compact size and 4K video capability. ConferenceCam Connect was chosen for team meetings and training sessions. The camera's flexibility and portability from one room to another were especially attractive to the FreshSurf team.

### RESULT

Logitech BRIO and Connect have proven to be incredibly easy to use. The FreshSurf team appreciates the plug- and-play simplicity, and they agree that the technology has led to greatly improved communication and understanding between locations. By using video conferencing, FreshSurf feel they have been able to offer their guests better customer service and gain a competitive edge despite the distance to their main customer base in Germany.

**“Great customer service and a professional FreshSurf team are what matter to our guests. We can now offer excellent service over video thanks to the Logitech solutions; the business benefits from successful calls with customers as well as with potential new hires. Our focus on communication and service pays for itself, as satisfied customers like to come back again”.**

**TOBIAS STARK**  
CEO & Co-Founder Freshsurf