



We couldn't detect your ZIP code. Please enter your ZIP code here:

GO >

SERVICES

SOLUTIONS

RESOURCES

PARTNERS

MY ACCOUNT

SUPPORT

Featured

Content Library

Events

News

Business / Resource Center / Articles / Technology@Work – Pedego Electric Bikes



Internet Technology Helps Bike Shop Kick Business Into High Gear

From product education to grass roots marketing, this small business leverages the Internet to improve customers' experience

December 2014

For Brian Ballard and Beth Black, opening **Pedego Electric Bikes of Greater Long Beach** was inspired by personal passions. The partners loved cycling and became avid fans of the Pedego brand just a year-and-a-half before making the leap to open a shop of their own.

Today, Pedego Electric Bikes of Greater Long Beach sells and rents electric bikes in the coastal community of Seal Beach, California. They also lead guided bike tours.

Ballard and Black use Internet technology to educate curious passers by and potential customers about Pedego Electric Bikes. Electric bikes work exactly like traditional bikes, except they have electric motors that can be turned on to provide a boost when needed, such taking on a steep hill or in times of fatigue. When people stop in to ask about the colorful bikes, Ballard and Black are able to access video and images online to show people how their bikes work.

The co-owners leverage Internet technology in their grass roots marketing efforts, as well. When customers rent bikes from the business, Ballard and Black encourage them to take video documenting their ride and send the video to the shop from the road. By the time the customer returns the bike, a shop employee has uploaded the videos to the business' website. This makes it easy for customers to share their experience with friends and family. Black says they find, by the next week, the customer's friends have seen the video and are coming into the shop as well.

Using Internet technologies to improve customer education and experience requires adequate bandwidth. Uploading, downloading and even viewing videos and photos can become a slow and inefficient process without enough bandwidth to keep load times to a minimum.

Learn more about Pedego Electric Bikes of Greater Long Beach by reading their [case study](#).

Topics: **SMALL BUSINESS**

Related Articles

Business Continuity During the Holiday Season

ARTICLE

Kick-Start Your Move to a Network-Centric Business with Managed Network Services

ARTICLE

Tech Trends 2015

ARTICLE

Why STEM Matters to Small Business

ARTICLE

Inside Connection - Preparing for the Year in Technology

ARTICLE

Featured Resources >

Content Library >

Events >

News >

Services

Voice
 Internet
 Network Services
 Cloud Services
 TV

Solutions

Small Business
 Medium Business
 Enterprise Solutions
 Industry Solutions
 Insight Business

Resources

More Featured
 Content Library
 Events
 News

Partners

Channel Partners
 Partner Referrals
 Customer Rewards

My Account

Login
 Pay My Bill
 New Customers
 PerkZone

Support

Get Support
 Contact Us
 Support Resources
 Accounts & Billing
 User Guides