

# Winning in The Age of Personalization

Delivering a holistic Cruise experience for the connected Cruiser



# Staying plugged in – Rise of the connected Cruiser

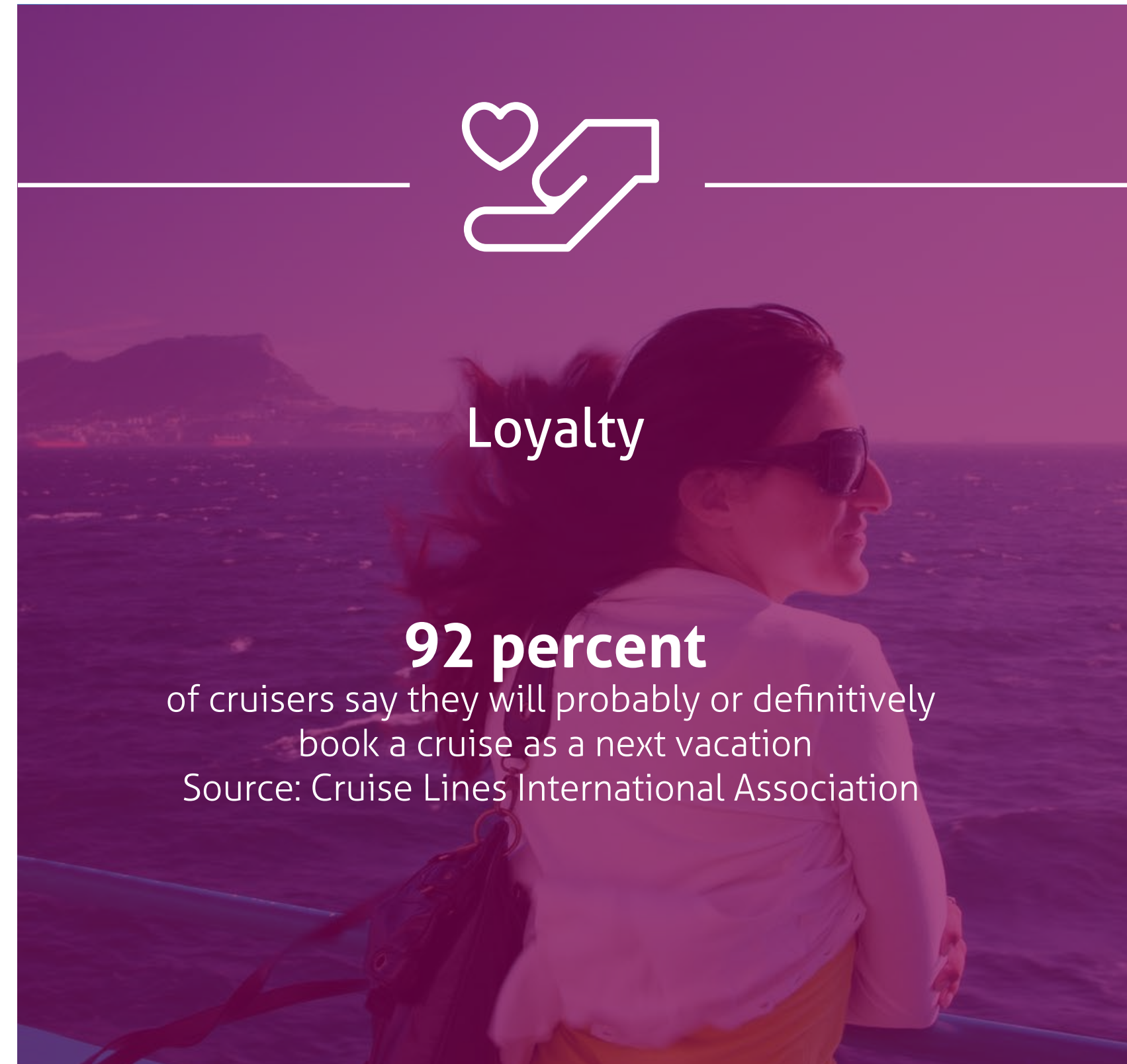


Volume

**24 Mn +**

passengers enjoyed a cruise in 2016

Source: Cruising.org



Loyalty

**92 percent**

of cruisers say they will probably or definitively book a cruise as a next vacation

Source: Cruise Lines International Association



Expectation

**60%**

of travelers say they agree they never truly "unplug" on leisure trips









Source: Expedia Mobile Index Study, 2016

Connected Traveler is driving a fundamental change in Leisure Travel.

Cruise Vacation is no longer an escape from the world. Cruise Travelers are loyal and prefer to stay connected while onboard their cruise.

# Cruise experience – Disjointed

Your customer is connected but the Cruise experiences offered or not.

	Pre Board	On Board	Post Cruise
DIGITAL	 <p>1 Trip Research, Check-in, Itinerary Building</p>	 <p>2 Bookings for Short Excursions &amp; On-board Experiences</p>	 <p>3 Social media and Website Reviews, Survey Feedback, Offers &amp; Deals for Next Cruise Vacation</p>
CRUISE	 <p>4 Passenger Manifest Collection, Inventory Stocking, Crew Schedule Mapping</p>	 <p>5 Real-Time Recommendations, Service Requests, Scheduling of Tasks for the Crew – Ad-hoc &amp; Scheduled</p>	 <p>6 Cruise Completion Procedures</p>
PHYSICAL	 <p>7 Embarkation</p>	 <p>8 Service Requests / Interactions with Crew</p>	 <p>9 Disembarkation, Check out</p>

## Disjointed Cruise Experience Leads to

- Disjointed and disparate experience delivered across channels and sales cycles
- Customer gets different messages about the brand, products and services
- Lost opportunities in product sales, cross sell and upsell

## Introduction

# Moments matter

---

Your customers already expect your brand to be present across the different channels and devices they use. Your current challenge is to deliver right-time experiences that satisfy individual customer needs the moment they arise – pre boarding, on board or post cruise.

To stand out, you must map the customer journey on and off the cruise meticulously and identify points along the way where you can deliver helpful, personalized offers in near real time that fit a specific context. This requires insight into customer profile information, including preferences, purchase history and social media connections, as well as on board behavior.

---

## Brands that are getting personalization right, orchestrate moments like this one:

Bill, a loyal customer of CruizeLine, wants to surprise his wife on their anniversary and makes a booking with them for a romantic holiday. CruizeLine identifies the significance of this holiday and sends the couple a surprise. A specially made gourmet cake in their cabin.

Bill also receives a message which says:



# Market opportunity to personalize Customer experiences

Boost cross-selling and up-selling opportunities, improve Customer retention and enhance Customer life time value



## Ticketing

Mr. Bill,  
Your booking  
reference# is CZ789.  
Thank you for traveling  
with CruizeLine.



## Pre Boarding

Pre order one of our  
three 'Excursions  
Designed for You'



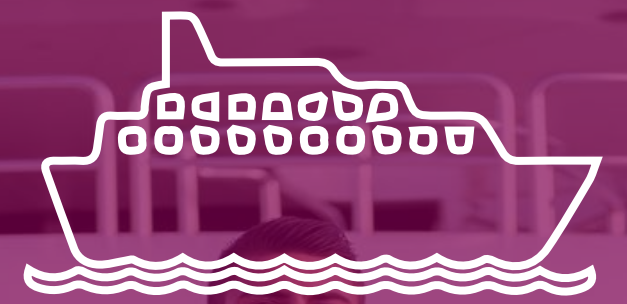
## On Board

Get 20% off and add 200  
extra points to your Silver status  
by purchasing the Night show  
and 2 Dinner meals at the  
Restaurant of your choice



## Disembark

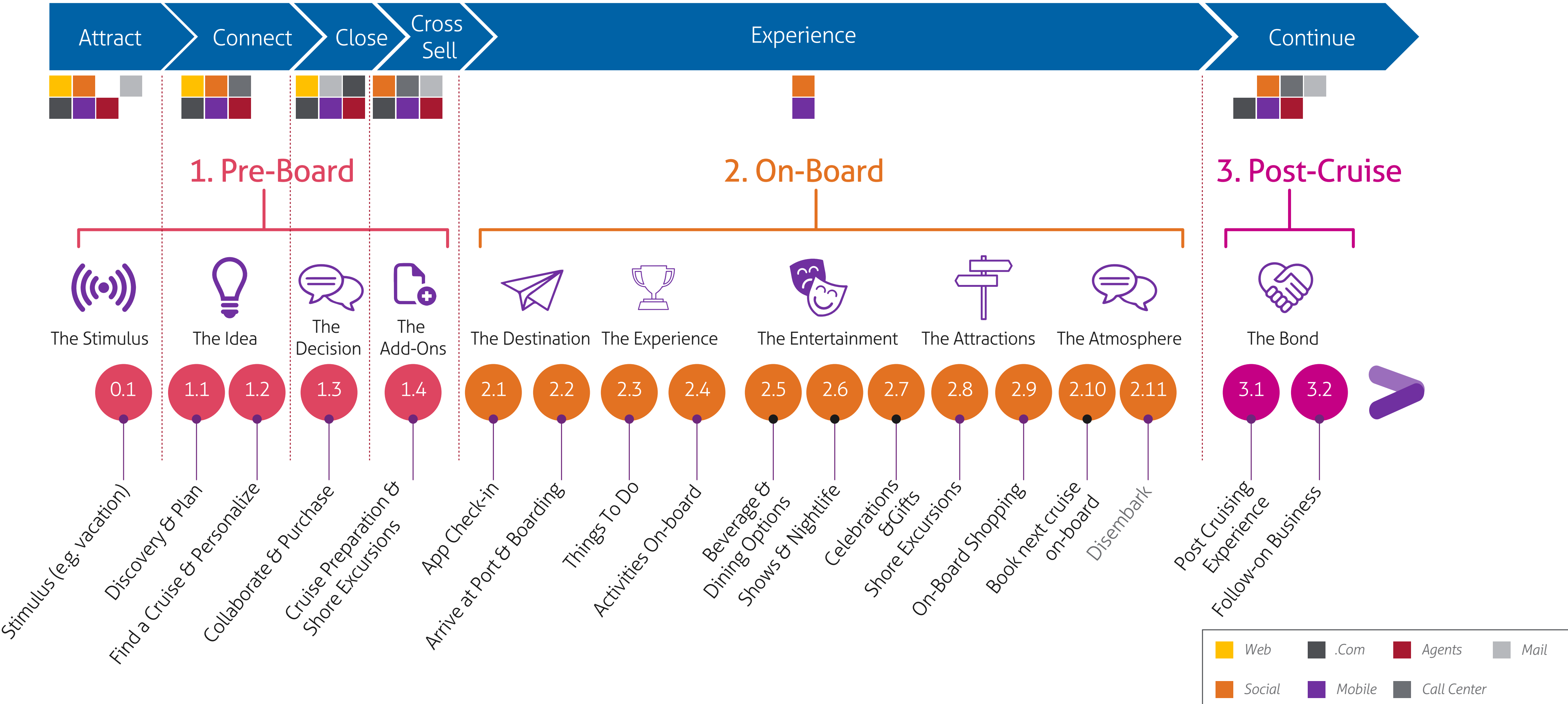
Collect your pre ordered  
shopping from the  
excursions at disembark point



## Post Cruise

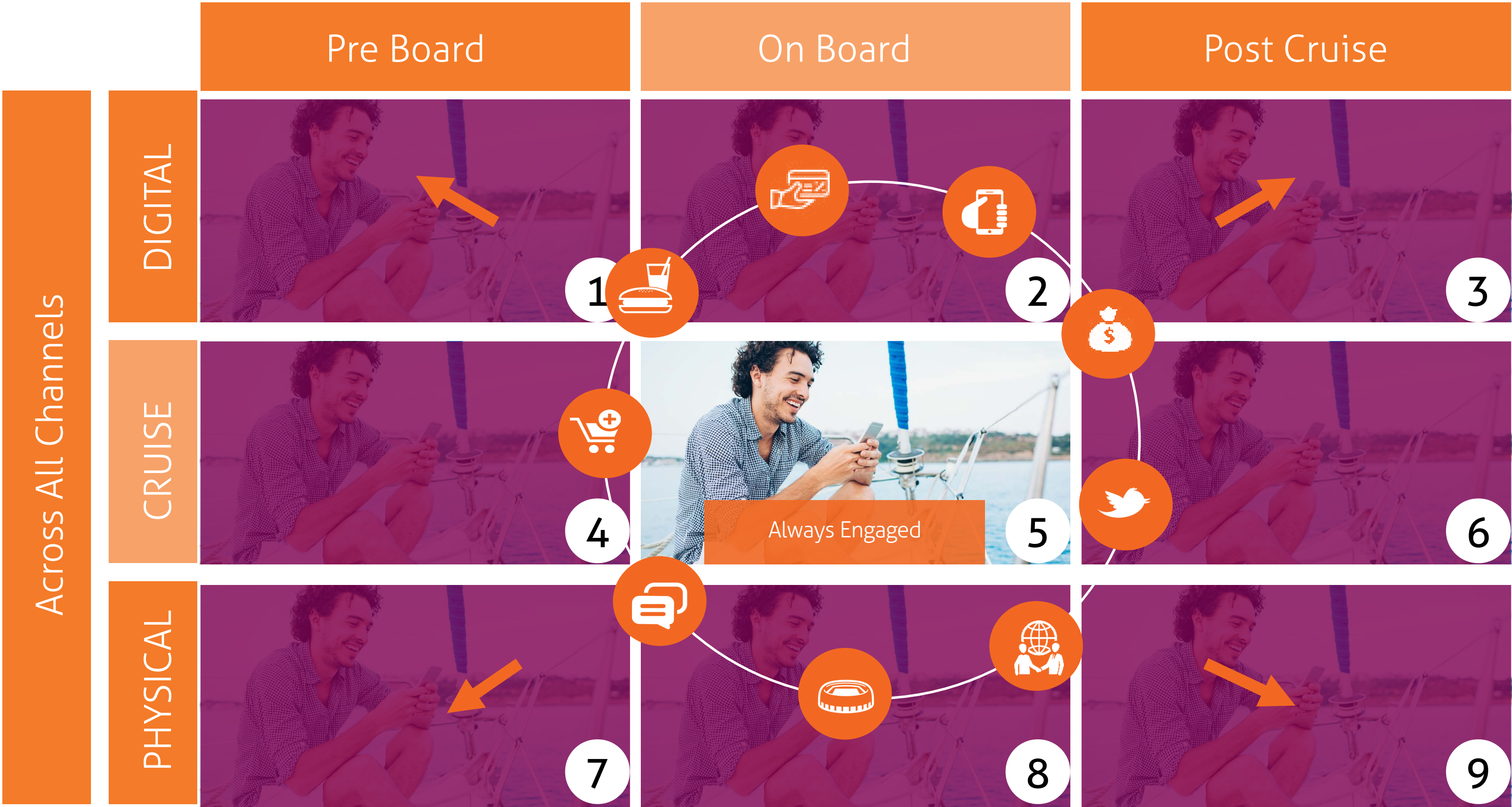
Happy to hear that you  
enjoyed your stay  
on CruizeLine. Book now  
for your next vacation  
& get 20% off

# Delivering a holistic Cruise experience to your Customers



# Future belongs to consistent and connected omni channel Cruise experience

Improve Customer engagement by delivering consistent premium experience across all channels



# How does Mindtree enable a holistic Cruise experience

---



# Our framework for omni channel personalization

Unlocking growth potential with a four-part approach.



## Customer context awareness

Construct a unified and enriched view of customer data



## Personalization engine

Deliver relevance by creating content, offers and recommendations



## Automated offer and content execution

Implement the technology to automatically deliver customized messages and offers

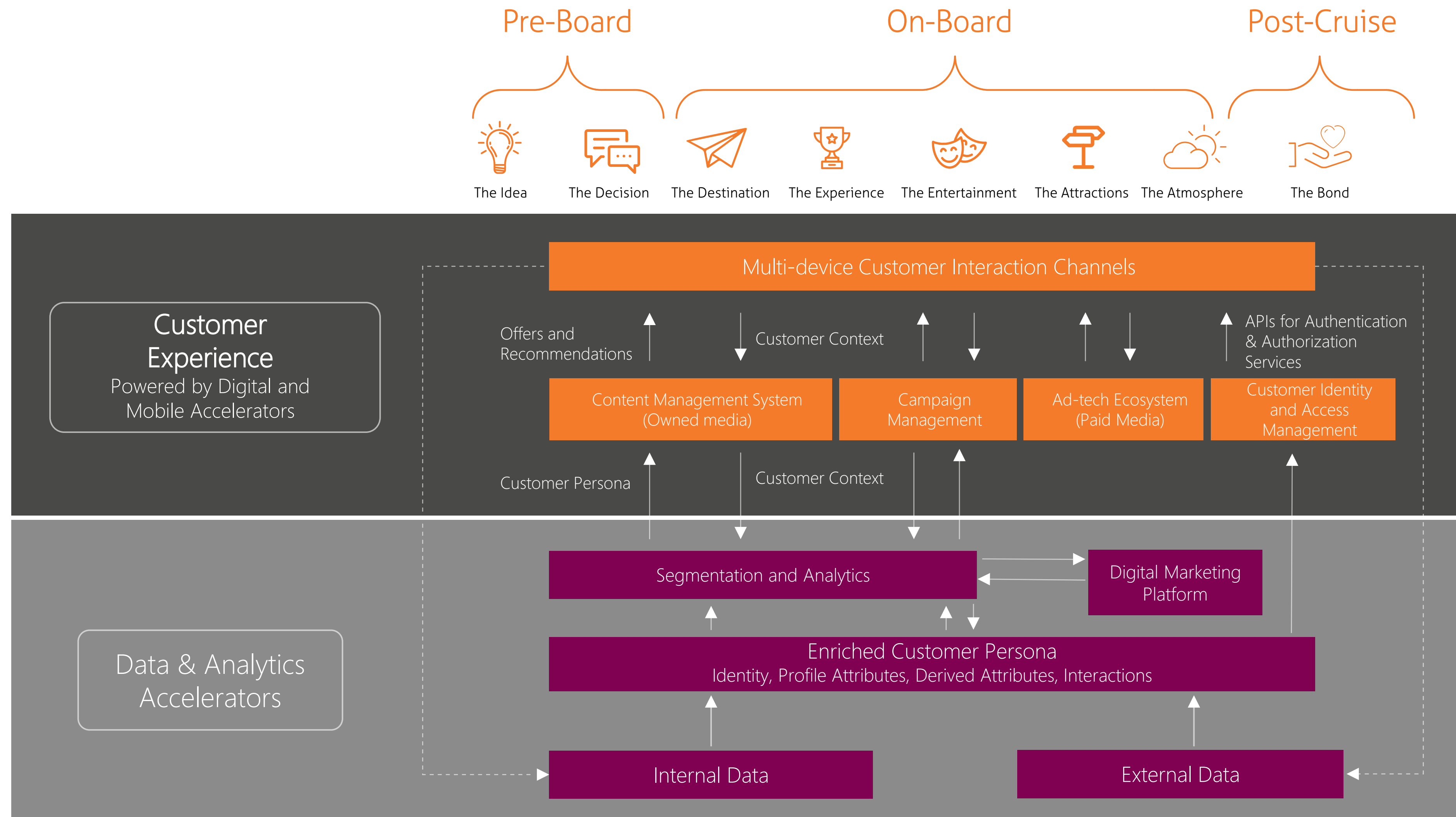


## Code of honor

Give customers more control over their data with highest data security standards

# Technology building blocks for delivering personalization in a Cruise experience

Enabling personalized vacation experience: Technology building blocks using Cruise Analytics Solutions



# Pre-built accelerators and Travel specific algorithms

Accelerators that will jump-start your personalization journey



## Algorithms

- Gowers Dissimilarity Index
- Multinomial Regression
- Logistic Regression
- RFM & CLV
- Nearest Neighbors
- Collaborative Filtering
- Affinity Analysis
- Market Basket Analysis

## Offerings

- My Valuable Customers
- Preferred Destination
- Meal Recommendations
- Seat Recommendations
- Cab Recommendation
- Hotel Recommendation
- Identify Anonymous Customers
- Customer Segmentation
- Targeted Campaign

---

## Personalization checklist

When it comes to getting personal with your customers, how many capabilities can you check off this list?  
[Contact Mindtree](#) to learn how we can help.

---

- Customer Context awareness
- Personalization engine
- Automated offer and context execution
- Code of honor