

# Enhanced Customer Experience



## Client Overview

Norwegian Cruise Line, one of the leading cruise lines in the world, has been thriving through an intense customer focus and ongoing innovation. Its innovations include Freestyle Cruising, offering guests the ultimate in choice and flexibility through diverse and exciting restaurants onboard the ship, a more relaxed dress code and more things to see and do. Its drive to delight customers and strengthen customer loyalty goes well beyond the onship experience. Norwegian Cruise Line views a superior customer experience, from the very first encounter, as its key to success.

## The Challenge

Norwegian Cruise Line believes the cruising experience begins when the first piece of information about the cruise is delivered to the guest. In the past, guests would receive a package prior to departure, complete with their tickets, luggage tags, airline tickets when applicable, information regarding various shore excursions and more – all the documentation a passenger needed in order to board the ship.

However, with the advancements in technology and Norwegian's migration to Internet booking and e-documents, the need for the majority of the guest ticket package documentation began to diminish.

Client:  
Norwegian Cruise Line

### Customer Profile:

Miami-based Norwegian Cruise Line is a global cruise company and industry innovator that sails to more than 100 ports around the world. It strives to provide passengers the best vacation experience in the cruising industry.

### Solutions:

- Variable Customer Communications
- Mail and Distribution Services

### Results:

- Increased mind share with travel agencies leading to improved loyalty to the cruise line
- Postage savings realized by consolidating educational materials into single, compact booklet format

### Benefits:

- Co-branding of pre-cruise booklets ensures consistency in Norwegian materials and drives utilization by travel agencies
- Frees resources to focus on cruising innovations
- Enhances customer satisfaction and loyalty through one-to-one marketing
- Increases awareness and participation in shore excursions

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Nevertheless, Norwegian was in search of a way to continue to maintain that level of personalized contact with their passengers prior to departure, while providing them with highly-customized educational materials for their cruise experience.

Norwegian firmly believes that delivering information to passengers on time and presenting it in an attractive way can make all the difference in a passenger's vacation experience. As a result, Norwegian Cruise Line found Taylor Communications' extensive experience in variable customer communications to be attractive and now depends on Taylor Communications to help differentiate them from other cruise lines.

## The Solution

Together, Taylor Communications and Norwegian Cruise Line developed a dynamic pre-cruise booklet that allows Norwegian to provide attractive, user-friendly, customized, timely and highly impactful customer communications, printed on demand.

The targeted, educational pre-cruise booklets are created based on the customer's personal profile. The cover of the booklet contains such information as the name of the ship, the sail date, the guest's name, cabin information, reservation number and their travel agency name and logo, if the cruise was booked through one. The interior contains personalized luggage tags, a diagram of the passenger's specific ship, and excursion packages tailored to the specific ship and sailing date. The passengers complete their online registration, print their electronic documents (e-docs) and then simply present their passports to board the ship and everything else they need is included in their booklet.

First-time cruisers are not as experienced with what awaits them while onboard a cruise. The pre-cruise booklet offers cruising advice, important information on what a passenger needs to know before they cruise – what to pack, the amenities onboard and bon voyage gifts and packages – and communicates the freedom and flexibility of its Freestyle Cruising experience. For repeat cruisers, the pre-cruise booklet serves as a refresher and easily communicates any changes to what can be expected while onboard – all the while exciting both groups for their upcoming trip!

*What's great about the new pre-cruise booklets is that they are an asset to both the first-time and repeat cruiser.*

*– Ana Rodriguez, Manager,  
International Reservation & Support Services,  
Norwegian Cruise Line*

From a service perspective, when the booklet is mailed, an email is automatically generated to the booking travel agency so they know the booklet is on its way. Norwegian Cruise Lines' reservation system is simultaneously updated with the information, complete with the carrier tracking number, so the shipment can be tracked.

## The Results

While most cruise companies are providing the necessary materials to get their passengers on the ship, Taylor Communications and Norwegian Cruise Line have expanded on that idea, providing onboard materials to maximize the passenger experience, while saving Norwegian printing and postage costs.

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Taylor Communications' solution enables Norwegian Cruise Line to reinforce its brand image with each piece of documentation through a centralized design, leveraging Norwegian's brand image and standards. Norwegian's ability to communicate with its travel partners and passengers has improved tremendously, giving passengers detailed information tailored specifically to their cruising experience.

According to Rodriguez, "We've received a lot of positive customer feedback on the pre-cruise booklets. Everything from the layout, look and feel to the personalization has been well received."

What's more, historically, the travel agencies had a choice of whether to use the pre-cruise educational materials from the cruise line or to provide their own material to their passengers. With the partnership established by Norwegian, many travel agencies are using the pre-cruise kit and choosing to have them mailed directly to the guest. This has led to consistency in Norwegian materials and brand image.



*Taylor Communications added tremendous value in helping us promote our product and save us money at the same time. They produce our documentation efficiently and provide us with the opportunity to expand on our travel partner relationships.*

*- Ana Rodriguez, Manager,  
International Reservation & Support Services,  
Norwegian Cruise Line*

To help Norwegian gain control over all the pre-cruise educational materials, Taylor Communications presented the idea of co-branding with participating travel agencies to make the material compelling to the agency, as well as the cruise line, ensuring materials would end up in the hands of the passenger.

## The Bottom Line

Norwegian Cruise Line wanted to focus on what really matters – running a cruise line – and not on determining the most effective ways to deliver educational materials to passengers, and Taylor Communications allows them to do that and more.

With variable customer communications through Taylor Communications, Norwegian has reduced mailing costs, communicates more efficiently and effectively with their passengers and can focus on what they do best – delivering the best vacation experience in the cruising industry.

