

I want to expand  
my operations to  
the U.S. market

## Unified Engagement Suite

A global cruise line catches  
the wave of superior customer  
service to expand and succeed  
in the U.S.

### Highlights

- The world's largest privately held cruise company
- Ambition to enter the competitive U.S. market for cruise shipping, offering both customers and travel agencies the ability to book trips online
- Unified Engagement Suite based on Genesys PureCloud, deployed and managed by Orange, helped them reach that ambition
- This led to improved service quality (omnichannel support) and enhanced service management and support



Headquartered  
in Geneva



23,500  
employees



47 countries



Business  
Services

## Issues and challenges

This global cruise line is the world's largest privately-owned cruise line and brand market leader in Europe, South America and Southern Africa. Its ships sail year round in the Mediterranean, Caribbean, Northern Europe, the Atlantic Ocean, South America, Southern Africa, China, Dubai, Abu Dhabi and India. The company, which has grown by 800% since 2004, carried 2.4 million guests in 2018.

With an aim to enter the highly-competitive U.S. cruise shipping market, the cruise line offered end customers and travel agencies the ability to book trips online. To provide top-notch customer assistance, they needed a contact center solution scalable enough to accommodate high demand and seasonal fluctuations and a service provider ensuring high voice quality, with no latency.

## The objective

Enter the U.S. cruise line market while increasing loyalty, closing more sales and building a solid brand reputation.

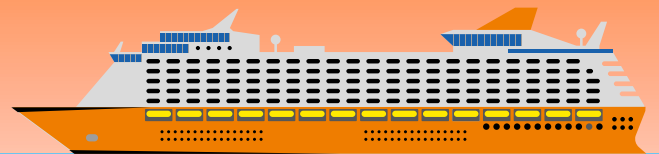
## The benefits

Orange Business Services is enabling this global cruise line to flexibly manage its capacity and improve customer satisfaction and loyalty.

- Improved service quality through an omnichannel customer journey, high service availability and enhanced voice quality
- Consistent level of customer experience even during peak call times
- Flexible, scalable cloud-based call center platform
- Enhanced service management and support with a single point of contact for service management, escalation path and incident resolution
- Interactive, consolidated view of customers, agents and interactions across all channels and locations

## The Orange Business Services solution

- Unified Engagement Suite based on Genesys PureCloud, deployed and managed by Orange
- Full support from Orange experts during cloud migration project
- Pilot: 125 users in the U.S.
- Global production: 737 users across 15 sites in Europe, Africa, North and Latin Americas and Australia



For more information about Orange Business Services, visit [www.orange-business.com](http://www.orange-business.com)



**Business  
Services**

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