Winning in The Age of Personalization

Delivering a holistic Cruise experience for the connected Cruiser
Staying plugged in – Rise of the connected Cruiser

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.

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<tr>
<th>Digital</th>
<th>Pre Board</th>
<th>On Board</th>
<th>Post Cruise</th>
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<td>Trip Research, Check-in, Itinerary Building</td>
<td>Bookings for Short Excursions &amp; On-board Experiences</td>
<td>Social media and Website Reviews, Survey Feedback, Offers &amp; Deals for Next Cruise Vacation</td>
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<tr>
<td>Cruise</td>
<td>Passenger Manifest Collection, Inventory Stocking, Crew Schedule Mapping</td>
<td>Real-Time Recommendations, Service Requests, Scheduling of Tasks for the Crew – Ad-hoc &amp; Scheduled</td>
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<td>Physical</td>
<td>Embarkation</td>
<td>Service Requests / Interactions with Crew</td>
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**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:

Your Anniversary is special for us and we would like it to be a memorable one again. That’s why we are offering you a 35% discount at our top rated fine dining restaurant ‘Le Champagne’. We hope you enjoy your stay as much as we enjoy serving you. Here’s to a lovely holiday on board CruizeLine!

— Sheldon Jones
Director of Customer Loyalty, CruizeLine
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

Market opportunity to personalize Customer experiences
Boost cross-selling and up-selling opportunities, improve Customer retention and enhance Customer life time value
Delivering a holistic Cruise experience to your Customers

1. Pre-Board
- The Stimulus
- The Idea
- The Decision
- The Add-Ons

2. On-Board
- The Destination
- The Experience
- The Entertainment
- The Attractions
- The Atmosphere

3. Post-Cruise
- The Bond

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Attract | Connect | Close | Cross Sell | Experience | Continue

- Stimulus (e.g., vacation)
- Discover & Plan
- Find a Cruise & Personalize
- Collaborate & Purchase
- Cruise Preparation & shore excursions

- App Check-in
- Arrive at Port & Boarding
- Things To Do
- Activities On-board
- Beverage & Dining Options
- Shows & Nightlife
- Celebrations & Gifts
- Shore Excursions
- On Board Shopping
- Book next cruise on board
- Disembark

- Post Cruising Experience
- Follow-on Business
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

Customer Experience
Powered by Digital and Mobile Accelerators

Multi-device Customer Interaction Channels

Pre-Board
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- The Decision
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On-Board
- The Experience
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Post-Cruise
- The Bond

Data & Analytics Accelerators

Customer Identity and Access Management
- Customer Identity
- Customer Context
- Customer Persona

Content Management System (Owned media)

Segmentation and Analytics
- Enriched Customer Persona
  - Identity, Profile Attributes, Derived Attributes, Interactions

Digital Marketing Platform

Offers and Recommendations

APIs for Authentication & Authorization Services

Campaign Management

Ad-tech Ecosystem (Paid Media)

Customer Context

Customer Identity and Access Management

Pre-Board

On-Board

Post-Cruise

The Idea

The Decision

The Destination

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The Bond
## 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