



CRUISE OFFERINGS

MAKING CRUISING
DATA-DRIVEN,
FRICTIONLESS,
& RELEVANT

2024-2025



www.igtsolutions.com



Navigating a Sea of Opportunities and Challenges



The future of cruising is here. IGT Solutions is your compass, charting a course towards operational excellence, unforgettable experiences, and sustained growth.

DATA-DRIVEN. FRICTIONLESS. RELEVANT.

The cruising industry is on the cusp of a transformative era, poised for significant growth and innovation. With projections indicating a 10% increase in passenger count by 2028, the sector is experiencing a surge in demand for unique experiences, personalized service, and sustainable practices. This growth, however, comes hand-in-hand with a complex array of challenges that are reshaping the industry landscape.

Today's cruise lines find themselves navigating through uncharted waters. The push for decarbonization and sustainable operations is intensifying, while rising fuel costs continue to impact bottom lines. Geopolitical shifts are altering traditional routes and destinations, requiring adaptability and strategic planning. Perhaps most significantly, passenger expectations are evolving at an unprecedented pace, with travelers seeking seamless, technology-enhanced experiences from booking to disembarkation.

DATA-DRIVEN. FRICTIONLESS. RELEVANT.

Comprehensive Frictionless Passenger Experience Solutions Designed to Deliver Joy and Satisfaction

SYNERGISTIC SOLUTIONS OPTIMIZED BY AI AND POWERED BY DATA ANALYTICS

In this competitive environment, success hinges on three key factors: operational agility, frictionless guest experiences, and maintaining brand relevance. Cruise lines must not only adapt to these changes but proactively innovate to stay ahead of the curve. This is where IGT Solutions steps in as a crucial partner for the cruising industry. With over two decades of experience in enabling superior customer experiences across the travel sector,

IGT Solutions brings a wealth of expertise and cutting-edge technology to the table. Our comprehensive suite of solutions is specifically designed to empower cruise lines to overcome current challenges and capitalize on future opportunities.

From enhancing customer service through AI-powered analytics and automation to optimizing operations with advanced travel technology, IGT Solutions provides the tools and knowledge necessary for cruise lines to thrive. Our unique approach, including initiatives like the IGT Travel School, ensures that we deliver not just technology, but also the human expertise crucial for creating memorable cruise experiences.



DATA-DRIVEN	FRICTIONLESS	RELEVANT
GET THE MOST FROM YOUR DATA	GIVE YOUR CUSTOMERS AN UNFORGETTABLE EXPERIENCE	GET FLEXIBLE TO ADAPT TO ANY MARKET CHANGE
	Next-Gen CX Services Exceeding the expectations of today's consumers through tailored omnichannel customer experience	
	Data & Analytics Delivering personalized customer experiences and streamlined operations with AI & ML-enabled data analysis, interpretation and forecasting	
	Intelligent Automation Driving process excellence and cost efficiencies through robotic process automation, chatbots, and voicebots	
	Digital Engineering Enhancing business value while elevating the customer experience through transformative tech solutions	
	TechBud.AI™ Enhance efficiency and productivity across organizational functions with our enterprise-wide Generative AI platform	

DATA-DRIVEN. FRICTIONLESS. RELEVANT.

Data-Driven: The Anchor of the Modern Cruise Line



Realize value across all touchpoints in the passenger journey with actionable insights

In a world of shifting tides, cruise lines face a constant barrage of disruptions – from extreme weather and global events to fluctuating fuel costs and cybersecurity threats. Nimbleness is the anchor that enables cruise lines to navigate these challenges, ensuring smooth sailing even in turbulent waters. IGT Solutions equips cruise lines with the tools and expertise needed to not just survive, but thrive, in an ever-changing landscape.

Optimized Operations

78%

Average Efficiency Gains



Predictive Analytics & Data Modernization

IGT Solutions empowers cruise lines with advanced data analytics capabilities, transforming raw information into actionable insights. Our robust analytics platform:

- Processes vast amounts of historical and real-time data from multiple sources
- Employs machine learning algorithms to identify patterns and predict future trends
- Delivers intuitive dashboards for easy interpretation by decision-makers

Key benefits for cruise lines include:

Optimized Itinerary Planning:

- Analyze weather patterns, port congestion, and passenger preferences
- Reduce fuel costs and improve guest satisfaction by 15-20%

Dynamic Pricing Strategies:

- Respond swiftly to market demands and economic indicators
- Increase revenue per available cabin by up to 10%

Enhanced Guest Experiences:

- Predict individual preferences to offer personalized recommendations
- Boost onboard spending by 25% and improve overall satisfaction scores

Proactive Risk Mitigation:

- Identify potential operational issues before they occur
- Reduce unexpected costs and service disruptions by up to 30%

Sustainable Operations:

- Monitor and optimize resource consumption in real-time
- Achieve sustainability goals while reducing operational costs by 5-10%

Optimizing customer-centric business intelligence and analytics to exceed passenger expectations.



CRUISE LINES CAN BUILD A LEADING EDGE THAT ENABLES THEM TO:

- **Anticipate and mitigate risks:** Proactively address potential disruptions before they impact operations or guest satisfaction.
- **Adapt quickly to change:** Respond effectively to unforeseen challenges with agility and flexibility.
- **Maintain a positive brand image:** Foster trust and loyalty among passengers by demonstrating a commitment to their safety, well-being, and satisfaction.
- **Optimize operations and revenue:** Identify opportunities for efficiency gains and revenue growth even in challenging circumstances.



Customer Experience Analytics

Our data-driven passenger journey analytics platform provides cruise lines with real-time insights into every touchpoint of the guest experience. By leveraging AI and machine learning algorithms, we transform vast amounts of passenger data into actionable intelligence.

- Real-time sentiment analysis
- Predictive behavior modeling
- Personalization engine
- Cross-channel interaction tracking

Key benefits for cruise lines include:

Proactive Issue Resolution

- Identify and address potential problems before they impact guest satisfaction, reducing complaints by up to 30%.

Hyper-Personalized Service

- Tailor onboard experiences, offers, and communications to individual preferences, increasing guest spending by an average of 15%.

Agile Adaptation

- Quickly adjust services and offerings based on emerging trends and guest feedback, improving overall satisfaction scores by 25%.

Enhanced Brand Loyalty

- Create memorable, personalized experiences that drive repeat bookings and positive word-of-mouth, boosting customer retention rates by 20%.

Operational Efficiency

- Optimize resource allocation and service delivery based on predicted guest needs, reducing operational costs by up to 10%.



Automation Consulting Services

IGT's cutting-edge automation solutions, powered by advanced machine learning and AI algorithms, revolutionize cruise line operations. Our technology:

- Streamlines complex processes across bookings, inventory management, and onboard services
- Reduces manual errors by up to 95%, ensuring smoother sailings and happier guests
- Boosts operational efficiency, cutting costs by an average of 30%

Key benefits for the cruise lines include:

Agile Adaptability

- Rapidly adjust to disruptions like staff shortages or supply chain issues

Enhanced Passenger Experience

- Faster service and fewer errors lead to higher satisfaction rates

Data-Driven Insights

- AI analyzes patterns to predict potential issues before they arise

Resource Optimization

- Automate routine tasks, allowing staff to focus on high-value guest interactions

Scalability

- Easily handle peak and Wave seasons and expand operations without proportional cost increases



DATA-DRIVEN. FRICTIONLESS. RELEVANT.

Give your passengers an unforgettable experience

Frictionless Experience: Smooth Sailing from Booking to Beyond

In today's fast-paced world, passengers crave seamless, personalized, and hassle-free experiences throughout their cruise journey. From the initial booking to onboard activities and post-cruise interactions, every touchpoint presents an opportunity to delight or disappoint. IGT Solutions offers a suite of solutions that empower cruise lines to eliminate friction, enhance engagement, and create lasting memories for their guests.



Smart Agents™ Customer360™

Human as a Premium™ AI-Enhanced Support

This innovative solution seamlessly integrates human expertise with advanced AI capabilities, providing cruise lines with a robust support system. It combines the emotional intelligence and complex problem-solving abilities of human agents with the speed, efficiency, and round-the-clock availability of AI. This hybrid approach ensures that guest inquiries and concerns are addressed promptly and effectively across all channels, at any time of day or night.

Key benefits for cruise lines include:

- 24/7 availability for guest support
- Reduced wait times and faster issue resolution
- Improved guest satisfaction through empathetic and efficient service
- Ability to handle complex queries with human insight and AI-powered information retrieval
- Cost-effective scalability during peak seasons or unexpected surges in demand

Customer360™ Journey Analysis

This comprehensive platform offers cruise lines an in-depth, holistic view of each guest's journey from initial booking to post-cruise feedback. By aggregating and analyzing data from multiple touchpoints, it enables cruise lines to create a detailed profile of each passenger's preferences, behaviors, and interactions.

Key benefits for cruise lines include:

- Anticipate guest needs based on historical data and real-time behavior
- Deliver highly personalized recommendations for onboard activities, shore excursions, and amenities
- Proactively identify and address potential issues before they impact guest satisfaction
- Enable targeted marketing and upselling opportunities
- Improve operational efficiency by predicting demand for various services and facilities
- Enhance overall guest experience through continuous refinement based on journey insights

YOUR PASSENGERS DESERVE A FRICTIONLESS OMNICHANNEL EXPERIENCE, SUPPORTED BY SEAMLESS OPERATIONS, THAT ENSURE YOUR BRAND RELEVANCE.

25 

increase in passenger satisfaction scores

30 

reduction in support call volume

40 

decrease in response times for common inquiries



Conversational Automation Process & Workflow Automation

Conversational AI Chatbots and Self-Service

Our advanced AI-powered chatbots and self-service platforms revolutionize guest support for cruise lines. This solution offers:

Round-the-clock Multilingual Assistance

- Guests can access information and support in their preferred language at any time, enhancing their experience from booking to disembarkation.

Reduced Wait Times

- Immediate responses to common queries eliminate long queues at information desks or call centers, significantly improving guest satisfaction.

Operational Efficiency

- By automating routine tasks such as order processing, reservation management, and refund requests, cruise staff can focus on providing personalized attention where it matters most.

Enhanced Accuracy

- AI-driven responses ensure consistent, error-free information, reducing misunderstandings and improving guest confidence.

Scalability

- The system effortlessly handles high volumes of inquiries during peak times, maintaining service quality without additional staffing costs.

Data-Driven Insights

- Every interaction provides valuable data to continually improve services and anticipate guest needs.

Key benefits for cruise lines include:

- Up to 30% reduction in support call volume
- 24/7 availability, improving guest satisfaction scores by up to 25%
- 40% decrease in response times for common inquiries
- Significant cost savings through automated processing of routine tasks
- Improved staff productivity, allowing for more meaningful guest interactions



Digital Commerce

IGT's comprehensive e-commerce solution revolutionizes the online cruise booking experience. Our platform seamlessly integrates user-friendly design, robust logistics management, and responsive customer support. This end-to-end approach empowers cruise lines to:

- Streamline the booking process, reducing abandonment rates
- Personalize offerings based on guest preferences and behavior
- Optimize inventory management and pricing strategies
- Provide real-time support through AI-powered chatbots and live agents
- Increase upsell and cross-sell opportunities for onboard experiences

Key benefits for cruise lines include:

- Significant boost in online revenue
- Enhanced guest satisfaction and loyalty
- Improved operational efficiency
- Valuable data insights for targeted marketing
- Competitive edge in the digital marketplace

DATA-DRIVEN. FRICTIONLESS. RELEVANT.

Get Flexible to Adapt to Any Market Change



Brand Relevance: Steering Your Cruise Line to Success

In a competitive market, brand relevance is the compass that guides cruise lines towards sustained success. It's about staying ahead of evolving trends, exceeding guest expectations, and fostering loyalty in an era of endless choices. IGT Solutions offers tailored solutions that not only elevate the guest experience but also amplify your brand's unique voice and value proposition.



Smart Agents™ Work at Home (iWAH)

Smart Agents™ is a cutting-edge customer service platform that seamlessly integrates AI-powered self-service capabilities with expert human support. This hybrid approach leverages advanced technology and skilled personnel to handle guest interactions across multiple channels.

- AI-driven self-service options for quick resolution of common queries
- Seamless escalation to human experts for complex issues
- Scalable iWAH (intelligent Work At Home) model
- Real-time monitoring and quality assurance

Key benefits for cruise lines include:

Enhanced Customer Experience

- Every interaction is optimized for efficiency and satisfaction, leaving guests with a positive impression of your brand.

Consistency at Scale

- The iWAH model allows for rapid scaling during peak demand periods without compromising service quality.

Cost Efficiency

- AI handles routine inquiries, freeing up human agents for more complex tasks and reducing overall operational costs.

Brand Differentiation

- In today's social media-driven world, exceptional service becomes a powerful marketing tool, setting your brand apart from competitors.

Increased Reliability

- Real-time monitoring ensures consistent service quality, bolstering your reputation for responsiveness and reliability.

Data-Driven Insights

- The system captures valuable customer interaction data, enabling continuous improvement of services and personalization of guest experiences.

IGT Solutions is Your Partner in Building a Relevant, Solid Brand that Resonates with Today's Cruisers



- Differentiate your brand: Stand out from the competition by offering a superior, personalized guest experience that reflects your unique brand values.
- Exceed guest expectations: Provide seamless, omnichannel communication that anticipates and fulfills guest needs, fostering loyalty and positive word-of-mouth.
- Build trust and loyalty: Demonstrate a commitment to guest satisfaction through responsive, efficient, and empathetic customer service.
- Adapt to changing trends: Leverage AI-powered insights to understand guest preferences and adapt your offerings to stay ahead of the curve.



iConverse is a cutting-edge, multi-channel communication platform designed specifically for the cruise industry. It seamlessly integrates:

- AI-powered chatbots
- Live agent support
- Self-service options
- Sentiment analysis technology

This comprehensive solution adapts to diverse guest preferences, allowing cruisers to interact with your brand through their preferred channels.

Key benefits for cruise lines include:

Enhanced Brand Relevance

- Meets modern cruisers' expectations for instant, personalized interactions
- Allows guests to engage on their terms, fostering a stronger connection to your brand

Improved Guest Satisfaction

- Provides 24/7 support across multiple channels
- Enables quick resolution of queries and concerns

Personalized Experiences

- AI-driven sentiment analysis tailors responses to guest emotions
- Creates emotionally resonant interactions that strengthen brand loyalty

Operational Efficiency

- Reduces strain on human resources by automating routine inquiries
- Allows live agents to focus on complex issues requiring a personal touch

Scalability

- Easily handles fluctuations in guest communication volume
- Adapts to growing passenger numbers without compromising service quality





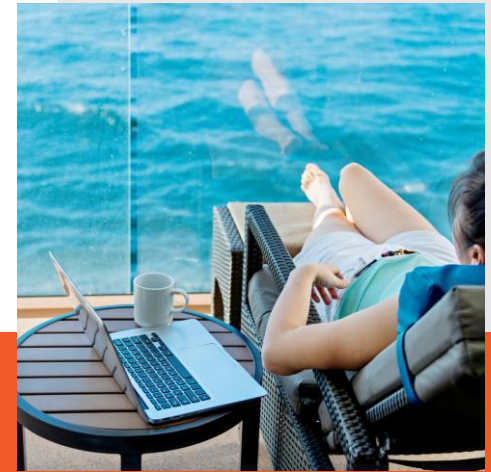
DATA-DRIVEN. FRICTIONLESS. RELEVANT.

Service Offerings

Seamless Journeys, Elevated Experiences: IGT Solutions' 360° Approach to Passenger Satisfaction

IGT Solutions recognizes that the modern cruise experience isn't confined to the days spent at sea. It's a continuous journey that begins long before guests step aboard and extends well beyond their final farewell.

To truly elevate the guest experience and cultivate lasting loyalty, cruise lines must orchestrate a symphony of seamless interactions across every touchpoint – from initial inquiry to post-cruise memories.



[LEARN MORE](#)

Deep Dive into Solutions: Revolutionizing the Cruise Journey

Back-Office Optimization: Streamlining for Efficiency and Savings

Robotic Process Automation (RPA): Intelligent automation solutions take the helm on repetitive, manual tasks that bog down your back office. Invoice processing, crew scheduling, and inventory management are automated, freeing your valuable staff to focus on strategic initiatives and guest-centric activities.

Data-Driven Inventory Management: Advanced analytics turn raw data into actionable insights. By analyzing consumption patterns, predicting demand, and optimizing stock levels, cruise lines can minimize waste, reduce costs, and ensure that guests always have access to the amenities and supplies they desire.

Intelligent Procurement: Streamline the procurement process with AI-powered tools that identify the best suppliers, negotiate optimal prices, and manage contracts efficiently, ensuring your cruise line gets the best value for every dollar spent.

Pre-Purchase Experience: Setting Sail for Seamless Booking

Personalized Recommendations: AI-driven recommendation engine analyzes guest data and preferences to suggest tailored itineraries, excursions, and onboard activities, creating a sense of anticipation and excitement even before the journey begins.

Interactive Virtual Tours: Immerse potential guests in the experience with 360-degree virtual tours of your ships, cabins, and destinations. This interactive tool allows them to explore at their own pace, fostering a deeper connection with your brand and increasing the likelihood of booking.

Omnichannel Booking Engine: Offer a seamless booking experience across all channels – web, mobile, and call center. This flexibility caters to diverse guest preferences, ensuring a smooth and effortless path to purchase.

Onboard Experience: Elevating Engagement and Satisfaction

Smart Mobile App: Transform your guests' smartphones into personalized cruise companions. IGT's mobile app offers real-time updates on itineraries, interactive deck plans, personalized recommendations, and easy access to onboard services, enhancing convenience and engagement.

AI-Powered Chatbots: Provide instant support 24/7 with intelligent chatbots that can answer questions, resolve issues, and even offer personalized recommendations, freeing up your staff for more complex interactions.

Integrated Payments and Services: Streamline onboard transactions with contactless payments, mobile ordering, and seamless integration with your loyalty program. This enhances guest convenience and allows for personalized offers and rewards.

Post-Cruise Engagement: Building Lasting Relationships

Sentiment Analysis: IGT's AI-powered tools analyze guest feedback from surveys, social media, and other channels, providing valuable insights into what's working and what needs improvement. This data-driven approach allows for continuous improvement of the guest experience.

Loyalty Program Integration: Reward loyal guests with exclusive benefits, personalized offers, and seamless access to past booking information, fostering a sense of community and incentivizing repeat bookings.

Targeted Marketing Campaigns: Leverage guest data to create targeted marketing campaigns that promote future cruises, special offers, and exclusive experiences, keeping your brand top-of-mind and driving revenue.

HARNESS THE POWER OF GENERATIVE AI

TECHBUD.AI

CHARTING A NEW COURSE FOR THE CRUISE EXPERIENCE

TechBud.AI™ isn't just an AI platform; it's a strategic advantage, tailor-made to empower cruise lines in navigating the complexities of the modern industry. By seamlessly integrating Generative AI into every facet of the cruise experience, TechBud.AI™ unlocks a new era of operational efficiency, guest-centricity, and data-driven decision-making.

- **Empowered Crew:** AI-powered virtual assistants streamline tasks, boost crew efficiency, and enhance guest interactions, ensuring a seamless and personalized experience for every passenger.
- **Optimized Itineraries:** Real-time data analysis dynamically adjusts itineraries based on various factors, including weather, port congestion, and guest preferences. This ensures smooth sailing, maximizes guest satisfaction, and optimizes fuel consumption.
- **Transformed Guest Support:** 24/7 multilingual chatbots and virtual assistants provide instant support and personalized recommendations, creating a responsive and attentive environment for guests. This allows human staff to focus on complex interactions and delivering high-touch service.
- **Hyper-Personalization:** Data-driven insights fuel personalized offers, tailored itineraries, and targeted marketing campaigns, enhancing guest engagement, driving onboard spending, and fostering loyalty.
- **Brand Reputation Management:** Proactive monitoring and swift issue resolution safeguard your cruise line's positive image and build trust with guests.



TechBud.AI™ Advantage for Cruise Lines:

- **Operational Efficiency:** Streamlines processes, optimizes resource allocation, and reduces costs.
- **Guest-Centricity:** Delivers personalized experiences that exceed expectations.
- **Data-Driven Decision-Making:** Unlocks valuable insights for continuous improvement and innovation.
- **Scalability:** Adapts to the evolving needs of your cruise line as it grows and expands.
- **Competitive Edge:** Positions your cruise line at the forefront of technological innovation in the industry.

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ABOUT IGT SOLUTIONS

30+

GLOBAL CX CENTERS

30+

LANGUAGES SUPPORTED

13+

COUNTRIES

WFH AVAILABLE FROM
USA, SPAIN, VIETNAM

Our Vision is to be the world's greatest
Next-Gen CX company making a billion
complex interactions simple every year

90+

MARQUEE CLIENTS

Worldwide Reach, Local Excellence

IGT Solutions specializes in streamlining complex customer interactions, offering a seamless experience through integrated BPM, technology, and digital services across various industries.

20+

DIGITAL SOLUTIONS

As a Next-Gen customer experience (CX) company, we deliver transformative solutions for global brands using digital technologies - blending digital and human intelligence.

25k

CX & TECH EXPERTS

A trusted advisor to marquee companies since 1998, IGT Solutions is the go-to partner for managing end to end CX journeys for the Retail, Travel, and Hi-tech sectors.



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