

THE YACHTS OF SEABOURN



THE CHALLENGE

Prior to 2009, The Yachts of Seabourn sailed the seas with three small ships, Seabourn Pride, Seabourn Spirit, and Seabourn Legend. Each held slightly more than 200 guests. Over the years, management saw strong growth in the demand for the cruises, resulting in full ships throughout the year. Management knew they needed to expand to keep up with the growing demand, so Seabourn decided to build three new ships to add to their fleet

The three new ships are a bit larger than the originals, with room for up to 450 guests on each vessel. Having ships this large requires a crew of 330 members to continue to provide premier service and amenities to travelers. Seabourn's staff members are split into three departments: Engine, Deck, and Hotel.

The Hotel Department interacts directly with guests and provides first-class service. These crew members include waiters, chefs, and housekeeping. The Engine Department consists of individuals who do the behind-the-scenes work so the ship runs efficiently and safely. Finally, the Deck Department includes crew members such as the captain, bridge officers, environmental officers, and others who ensure the logistics of the voyage run smoothly.

Seabourn wanted to standardize its messaging system for the three new ships in a way that could meet needs across all departments and provide excellent customer service. They also needed a solution that could easily integrate with the systems already in place.



OVERVIEW

Founded in 1987, The Yachts of Seabourn provides travelers with luxury cruises on intimate yacht-like ships that travel to many ports that larger ships are typically unable to visit. Cruise destinations range from Africa to the Caribbean, the Mediterranean to Canada, to Northern Europe, to Asia and many more locations, including world cruises. The Yachts of Seabourn strive to provide guests with a superior level of personalized services as well as elegant accommodations. They are essentially "floating luxury hotels."

The Yachts of Seabourn is an award-winning cruise line that is a member of the World's Leading Cruise Lines alliance. This alliance includes other companies such as Carnival Cruise Lines, Cunard Line, Holland America Line, Costa Cruises and Princess Cruises.

BUSINESS DRIVERS

- Provide a high level of customer service quietly and behind the scenes
- Facilitate a team environment with seamless, easy-to-use communications
- Implement a system that would protect staff and guests during an emergency situation

SOLUTION

Spok® mobile event notification & IP-based paging

RESULTS

- Fully reliable communications that staff members 'can't live without'
- Smooth logistics that provide a five-star guest experience
- Integrated systems with minimal start-up costs

“The mobile event notification solution works behind the scenes to help Seabourn provide great customer service to our guests.”

John Polimenakos
Director of IT

THE SOLUTION

The management team at The Yachts of Seabourn did their research and learned about the offerings of Spok. Spok was able to meet Seabourn's needs with critical alerting middleware and IP paging systems. These allow notifications to be sent to crew members in a variety of ways.

For example, if a guest needs medical assistance, messages can be sent to the appropriate Seabourn staff members' mobile devices via a user-friendly web interface. Messages can also be sent to mobile devices via email directly from a staff member's address book. With both of these options, personnel aren't required to remember the phone numbers for colleagues or whether they have a Wi-Fi phone or a pager. It is all managed in the system, which speeds the messaging process.

THE RESULTS

Implementation of the solution went smoothly, and crew members adapted quickly. “Our personnel are continually on the move and can't be reached via a desk phone like most jobs. The [Spok] solution allows us to notify mobile staff wherever they may be on the ship,” said John Polimenakos, Director of IT for The Yachts of Seabourn. “Our staff can't live without it now.”

Since implementation, each department has developed tight procedures and notification processes to make sure communications run as expected. For example, the Deck department can use the system to alert staff members on their mobile devices of an emergency situation using a bravo code.

This can be triggered by the Spok solution because it integrates with the console near the helm of the ship, which has various code buttons. With the simple push of a button, a code notification is sent out to the proper individuals to notify them that a situation requires immediate response. This functionality allows Seabourn to notify staff of an event without having to overhead page and bother travelers when unnecessary.

“The mobile event notification solution works behind the scenes to help Seabourn provide great customer service to our guests,” said Polimenakos. “[Spok] came in as a great integrator. The solution was fully redundant and worked with existing systems and the Ethernet. It bridged these worlds together.”

THE FUTURE

Seabourn has recently added their fifth ship, Seabourn Sojourn, to their fleet. They are currently working on the building of the sixth and final ship which is expected to begin service in 2011. The sky's the limit for The Yachts of Seabourn because luxury is their business.