

Case Study

 Fred. Olsen Cruise Lines

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Sailing to success with Zoho CRM Plus on board



zoho.com



The Company

A decorative graphic consisting of a light blue grid with several yellow four-pointed stars scattered across it. A solid blue horizontal bar is overlaid on the grid, containing the text "THE JOY OF THE JOURNEY" in white, bold, uppercase letters. The bar is flanked by two short yellow horizontal lines.

THE JOY OF THE JOURNEY

Fred. Olsen Cruise Lines sets the standard for elegant sea travel. With a rich maritime history, it was established in 1848 when three brothers from the Olsen family began a shipping enterprise to move ice and coal from Norway to the UK. Today the Fred. Olsen team, which is 2,000 strong, prides themselves on channelling "175 years of experience discovering the world into making every single day special for guests." Indeed, Fred. Olsen's schedule of carefully curated itineraries, small and intimate ships, fine dining, luxurious cabins, and personalised touches ensure an exceptional experience that is unrivalled in the cruise industry.

We caught up with Nicki Gordon, CRM Manager at Fred. Olsen, to understand how Zoho CRM Plus has transformed its operations. With this suite of sales, marketing, and customer service applications on board, Fred. Olsen has deepened its understanding of its customer journey, improved marketing ROI and increased its NPS score. It's even streamlined the handling and reporting of incidents. Let's dive into the details... ahoy!

The Challenge

Connect disparate data points to create a holistic view of each customer and their cruises.



Our CRM transformation strategy is to have a **360° view of our guests.**

Nicki Gordon
CRM Manager



Nicki joined Fred. Olsen in 2022 to head up its CRM Transformation team, bringing with her 13 years of CRM knowledge and expertise. At the start of her tenure, Fred. Olsen was already using Zoho CRM alongside a longstanding cruise operating system. The CRM had been set up during the COVID-19 pandemic and Nicki found that some modules had not been fully aligned, limiting its potential. "When we were gathering our requirements, the Covid outbreak took over everything. It almost made us forget what those real-life circumstances were and what we were hoping to achieve," she explains. As a result, the instance of Zoho CRM that Nicki inherited had silos between the guest and booking data. These silos made it hard to glean a complete understanding of each customer's booking history, hindered reporting, and limited the segmentation possibilities of marketing campaigns.

With the goal of understanding more about Zoho and how the CRM could be restructured, Nicki headed to the Zoholics user conference in London in 2022. It was here that she met the team from A2Z Cloud, a premium Zoho partner. "They were really interested in understanding our current suite and how we could improve," she recalls. Mapping out the cruise lines' requirements as a blank canvas, together they forged a strategy to make the CRM work harder and align more tightly with the cruise operating platform. "The key that we had to achieve was... every user seeing that consistent 360° view of the guest, from personal information through to the detailed booking segments," says Nicki. While data visibility was crucial for customer service improvements, Nicki knew a consolidated CRM would also provide critical BI insights for Fred. Olsen's leadership.

Requirements for a shipshape software stack:

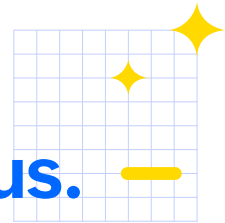
- ⚓ Create a unified view of each customer and their bookings inside the CRM.
- ⚓ Connect the CRM seamlessly to the cruise operating system.
- ⚓ Collect customer feedback to shape future itineraries.
- ⚓ Enhance reporting to visualise customer trends and highlight areas for improvement.
- ⚓ Automate the "Welcome Home" incentive email campaign.
- ⚓ Accurately attribute new cruise bookings to marketing activities.
- ⚓ Drive increased ROI across mail campaigns by improving data segmentation.
- ⚓ Transition the Guest Services Daily Log spreadsheet into a dynamic CRM module to improve incident resolution times and identify patterns.

The Solution

Partner expertise delivers a comprehensive, connected CRM and further Zoho apps to streamline operations.



Zoho as a platform has been
an incredible advantage to us.



Nicki Gordon

CRM Manager

A2Z Cloud's stem to stern enhancement of Fred. Olsen's tech ultimately delivered not just an improved CRM platform, but a further rollout of Zoho solutions within the business.

Recognising the potential of Zoho for Fred. Olsen's marketing and customer service software, too; A2Z Cloud deployed the CRM Plus bundle of applications with transformative results...

Development began by creating extensive API calls to integrate all of Fred. Olsen's data sets, including those from its cruise platform, into restructured CRM modules. "Those updated API calls enabled the CRM to consistently have that real-time window, showing us everything about the guest and their booking," says Nicki. From a guest's dinner arrangements to the tours they'd booked, and even their favourite tippie, Fred. Olsen's team was now armed with the detailed knowledge to craft even more personalised experiences for each traveller.

Next, A2Z Cloud did away with a number of CRM subforms that were preventing some information from being pulled into Fred. Olsen's data warehouse. Without a complete picture of its performance, the leadership team had been unable to make business decisions with confidence. "Previously, we could only deliver 70% of the core statistics. Now that we have our new CRM instance, the reporting is so much easier... our heads of departments have access to all reports," says Nicki.

To enable even deeper insights and granular intelligence, A2Z Cloud layered Zoho Analytics over the CRM. Analytics allows users to slice and dice data in endless ways, and present and share it in a range of formats. "Real-time reports are accessible via automated emails or in self-service dashboards where we utilise user drop-down fields," says Nicki. Priding itself on innovation in an "ever-changing" industry, Fred. Olsen now relishes the insights delivered by Zoho to identify customer trends ahead of its competitors, especially around seasonal demand and itineraries.

To uncover which aspects of a Fred. Olsen cruise its guests love most, as well as those that could be improved, A2Z Cloud plugged Zoho Survey into the CRM. One day after disembarking, guests receive a "Welcome Home" email, which is triggered from the CRM. This email asks how likely the recipient would be to recommend Fred. Olsen to a family, friend, or colleague from 1-10. Once this overall score has been captured, it is written directly to the CRM guest and booking records. The recipient is then redirected to an optional full questionnaire hosted by Zoho Survey. This delves deeper into the entire cruise experience, from the itinerary to the food, entertainment, ashore excursions, and much more. "It helps us determine how we curate our future itineraries," explains Nicki.

With Zoho CRM driving enhanced personalisation, Analytics helping the team adapt to trends, and Zoho Survey unlocking customer feedback, Nicki has seen guest satisfaction scores increase since the CRM Plus bundle was implemented. "Our overall NPS score is currently sat at 57, which is an increase of two points from where we were this time last year," she reveals.



Digitising the Guest Services Daily Log

Each of Fred. Olsen's three ships operate a manned Guest Services desk. Here, guests can report any incidents to the crew, from a leak in the bathroom to a pair of misplaced reading glasses. No matter how small, each item of feedback was documented in a shared spreadsheet that was distributed each day through key departments. "Working through this log as an offline piece was incredibly challenging. Getting the logs ship side to shore side in real-time meant that we were delayed getting on top of incidents and what we needed to do to prevent them in the future," explains Nicki.

To improve incident visibility and resolution time, as well as enable trend analysis, A2Z Cloud built a new custom CRM module to house the guest services daily log. Now every colleague has a real-time view of any open incidents their department needs to manage and can filter and search for a record by category and/or reason. "We use picklist categories so that we can segment the data and will go through any incidents that are open...that makes sure that all of the departments know what follow-ups they need to do," enthuses Nicki. "We can then also use this data to show us any trends," she adds.



Turning the tide on marketing ROI



Our marketing department has noticed **some significant improvements.**



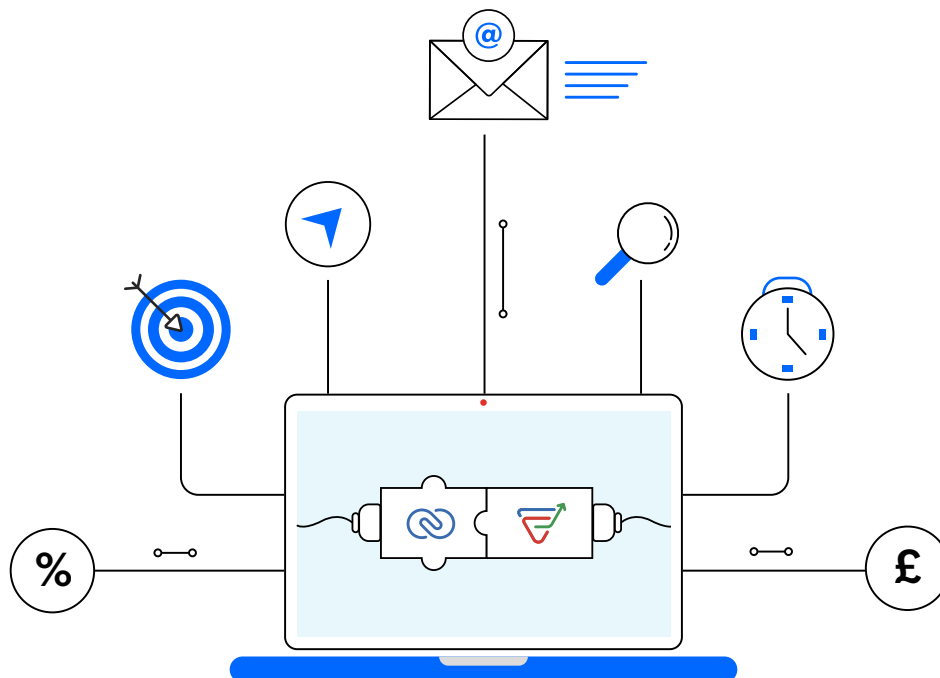
Nicki Gordon

CRM Manager

The overhaul of Fred. Olsen's CRM paved the way for huge advancements in its marketing activities. Knitting together its guest and booking data has enabled its marketing team to hyper-segment its customer data and then create tailored, relevant postal campaigns that resonate. "Now that we can deliver much more targeted campaigns... we have reduced the amount of printing we're doing by 68%...and by reducing the cost we've increased the ROI," explains Nicki. She highlights a recent campaign in which promotional mailers were sent to 42,000 targeted addresses pulled from Zoho CRM. When the same campaign was run in 2023, mailers went out to 115,000 homes. Despite slashing its audience by more than 63%, Fred. Olsen's recent campaign achieved the same revenue.

It's not just direct mail campaigns where Fred. Olsen is seeing more bang for its buck. By connecting Zoho Marketing Automation to the firm's software stack, A2Z Cloud also boosted the success of its email campaigns. "It's been an opportunity to learn so much more about the customer journey and how we want to communicate with our guests both pre-arrival and post-departure," details Nicki. By leveraging the CRM's newly integrated guest and booking data, the team has been able to automate campaigns at different stages of a customer's holiday. "Using specific triggers, whether they are date-driven, previous destinations, or previous durations, we can determine the type of campaigns that go out," she explains. For instance, the "Welcome Home" email is triggered one day after a guest returns home and contains an incentive for them to rebook whilst the cruise is still front of mind.

Marketing Automation allows the team to easily track and refine these emails to entice more new bookings. "We can monitor our open rates and our click rates so that we can see how successful a campaign has been, and we can even tie it back to our booking data," says Nicki.



Fred. Olsen's CRM Plus benefits at a glance:

- ⚓ A 2-point increase in its Net Promoter Score.
- ⚓ A 68% reduction in direct mail print volumes.
- ⚓ Personalised marketing campaigns have reduced costs to improve ROI.
- ⚓ A 360-degree view of each customer and their associated bookings.
- ⚓ Improvements in operational efficiency, incident resolution, and customer service.

Now that's what we call smooth sailing!

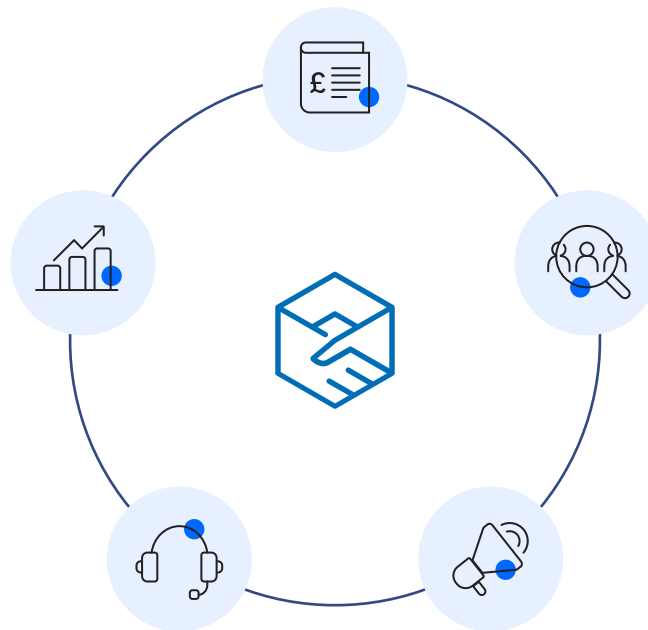
About A2Z Cloud



A2Z Cloud is a leading Zoho integrator and premium partner based in the UK. With expertise across the entire Zoho software solution, A2Z Cloud promises exceptional results to any business looking to scale its productivity, remove inefficiencies, enhance collaboration, and drive up profits. Delivering an end-to-end service, A2Z Cloud also provides consultancy, implementation, training, and ongoing support for all Zoho products.

To learn more about A2Z Cloud, visit: <https://a2zcloud.com/>

About Zoho CRM Plus



Zoho CRM Plus unifies your sales, marketing, customer service, and every other customer-facing team on one platform so you can deliver exceptional customer experiences to every customer. Consolidate business data, customer engagements, ROI, and more in one integrated suite - all while keeping your customer at the centre of everything you do.

Please find out more via our website: <https://www.zoho.com/crm/crmplus>





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