

IP Telephony

Contact Centers

Mobility

Services

## CASE STUDY



## Carnival UK Steers a Course to Customer Satisfaction with Avaya IP Telephony and Customer Contact Centre Solutions

### Challenge:

Struggling to manage growing demands from customers, limited call distribution, difficulties in managing peaks in call demand and a high total cost of ownership were all undermining the company's ability to deliver seamless, high quality service.

### Solution:

Deploy next generation Avaya MultiVantage™ Communications Applications across multiple sites, deliver around-the-clock business continuity that eliminates risk and drives down costs, provides a highly satisfying customer service experience and brand differentiation.

### Value Created:

- Total cost of ownership is significantly less than the previous system
- The Avaya Call Management System allows for intelligent, personalized interactions with customers, which saves time and money for Carnival UK
- Extensive reporting of exceptions enables management to quickly identify areas requiring immediate attention for more agile, secure and reliable operations
- The IP Telephony solution ensures that Carnival UK is able to manage its growing call volumes with an enhanced level of service that will grow with the business
- New capabilities, such as automatic fail-over, help prevent service disruption by enabling any site to function as a stand-alone system until network services are restored

One of the world's great cruise companies, Carnival UK, realised that its contact centres were in need of a technology overhaul when it came to: keeping up with growing customer demands, limited call distribution, difficulties in managing peaks in call demand and a high total cost of ownership were all undermining the company's ability to deliver seamless, high quality service. Working in

close partnership with Avaya and its BusinessPartner, Carnival UK deployed a comprehensive customer interaction solution across multiple sites at its Southampton headquarters, to support more than 300 contact centre agents. The solution ensures that Carnival UK can efficiently manage its growing call volumes while providing a highly satisfying customer service experience.

### The challenges of staying afloat

With a mission to deliver exceptional vacation experiences through the world's best known cruise brands by catering to a variety of different lifestyles and budgets, Carnival UK prides itself on being "The World's Most Popular Cruise Vacation." An intrinsic part of the company's success has been its acquisition strategy, which has seen some of the world's best known shipping names come into the Carnival UK fold, including Holland America Line, Princess Cruises, Cunard Line and P&O Cruises.

Although the demand for cruises in Europe has lagged behind the demand in the U.S., one of the company's best-known brands, P&O Cruises, has experienced significant growth in recent years. As a result, P&O Cruises' fleet has grown rapidly: from a fleet of three ships several years ago, the company's total fleet, including all the ships within the Carnival brand portfolio, today stands at 77 ships

totalling more than 128,000 lower berths, with nine new ships scheduled for delivery between November 2004 and December 2006. This growth brings new challenges.

Prior to its merger with Carnival UK, P&O Cruises was relying on a 47-seat contact centre based in London, U.K. to manage customer relationships. All P&O Cruises' reservations and customer service enquiries were channeled through the centre. This contact centre relied on a non-Avaya call centre system to manage bookings and service enquiries, which proved adequate for a small-sized operation, but struggled to cope with the growing demands from increasing call volumes.

*"The contact centre system we were using lacked flexibility," says Alison Johnston, IT Communications Manager, Carnival UK. "It was fine for when we were a comparatively small operation, but as demand grew, its restrictions became more and more apparent. There was limited call distribution. When we needed to split staff to cope with demand peaks from other areas of the business, we needed to switch them manually. And the total cost of ownership (TCO) was excessive."*

### Contact centre — the hub of operations

With more and more customers and travel agents booking cruises directly over the telephone, the call centre became the hub of P&O Cruises'

operations. However, the problems with system inflexibility and rising management costs, coupled with the imminent relocation of the company's customer-facing departments in Southampton, U.K., convinced the P&O Cruises team that a next-generation customer interaction system was needed. There were other factors involved too.

*"We needed a new solution which would deliver around the clock availability, a business continuity solution that would eliminate risk and drive down cost,"* Johnston continues. *"We also believed that a new system would help provide a more consistent, rewarding customer experience, drive competitive differentiation and support future business models."*

Over a period of six months, Johnston and her team conducted a stringent investigation into the customer interaction systems available in the marketplace. Following preliminary discussions to establish vendor interest and review their product portfolio, P&O Cruises issued a Request for Proposal (RFP). With the final shortlist being filtered down to Avaya and Cisco, Avaya was selected based on the facts. *"Avaya is the established market leader with an enviable track-record in deploying IP-based contact centres worldwide,"* Johnston explains. *"Another factor in our choice is that Carnival UK's office in the U.S. is a very satisfied Avaya customer."*

There was one other crucial aspect in the selection process: the Avaya BusinessPartner. P&O Cruises was extremely impressed by the BP, an industry leader in providing complete business communications solutions throughout the UK. The Avaya BusinessPartner proposal was innovative, detailed, and thorough. *"[The BP] understood what we were trying to achieve and delivered considerable value at every step,"* says

Graham Mannell, Telecommunications Analyst at Carnival UK. *"They accurately interpreted our needs; they looked at the bigger picture and had some very creative ideas surrounding Computer Telephony Integration (CTI) and Interactive Voice Response (IVR)."*

### **The solution: A comprehensive interaction system**

Carnival UK deployed a comprehensive customer interaction solution to support more than 300 contact centre agents at its Southampton headquarters. The solution comprises a distributed network of sites, running Avaya Communication Manager software on Avaya Media Servers, Avaya Call Management System and Avaya INTUITY™ AUDIX® messaging applications. These are all part of the powerful Avaya MultiVantage™ Communications Applications suite. Should any single site on the network experience a service disruption, they are designed for automatic fail-over, which enables them to function independently as a stand-alone system until network services are restored.

The Avaya IP Telephony solution provides Carnival UK with an integrated communications environment that delivers high availability, powerful feature rich functionality time and a scalable environment that easily and seamlessly accommodates growth.

Avaya Call Management System is being used by Carnival UK's contact centre management team to monitor and analyse the performance of its operations. It helps show where improvements are needed and provides comprehensive administration and reporting capabilities. The Call Management System also provides an administrative interface to the automatic call distribution (ACD) functions of

the Communication Manager software, enabling managers to generate reports, administer ACD parameters and monitor call activities to help determine the most efficient service possible for Carnival UK's customers.

With Avaya CMS, the contact centre management team has access to real-time information enabling them to see the immediate results of their adjustments. They can also use historical reports to analyse trends and establish benchmarks to help them effectively manage the performance of their personnel. A powerful custom report package allows enterprises to modify real-time and historical reports or create reports that fit your specific requirements. Extensive reporting of exceptions enables management to quickly identify areas requiring immediate attention.

### **Enhanced Business Value**

The Avaya IP Telephony solution ensures that Carnival UK is able to manage its growing call volumes with an enhanced level of service. When a customer contacts Carnival UK, their enquiry is immediately routed to the appropriate agent, based on their skills, expertise and availability. *"This means that an agent who is geared up to take bookings does not become involved for a long period of time with a customer enquiring about what time their ship sails,"* says Johnston.

During the deployment, Carnival UK was in a process of transition — consolidating offices and re-deploying up to 800 staff — but the Avaya BusinessPartner took all this in its stride. *"When we went live on the contact centre, there were no system faults at all and I've never seen that before!"* explains Johnston. *"[The BP] also offered us an on-site engineer for six months as part of the contract and managed the skills transfer on our behalf."*

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## Learn More

For more information on how Avaya can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or visit us at [www.avaya.com](http://www.avaya.com)

## ABOUT CARNIVAL CORPORATION

Carnival Corporation is a global cruise company with a portfolio of 12 distinct brands comprised of the leading cruise operators in North America, Europe and Australia. Carnival Cruise Lines, Holland America Line, Princess Cruises, Seabourn Cruise Line, Windstar Cruises, AIDA Costa Cruises, Cunard Line, P&O Cruises, Ocean Village, Swan Hellenic, and P&O Cruises Australia are all included in this group. Together, these brands operate 77 ships totalling more than 128,000 lower berths with nine new ships scheduled for delivery between November 2004 and December 2006. It also operates the leading tour companies in Alaska and the Canadian Yukon, Holland America Tours and Princess Tours.

Applications	Systems	Services
<ul style="list-style-type: none"><li>• Avaya MultiVantage™ Communications Applications</li><li>• Avaya Communication Manager</li><li>• Avaya Call Management System</li><li>• Avaya INTUITY™ AUDIX®</li><li>• BusinessPartner Computer Telephony Integration</li><li>• BusinessPartner IVR</li></ul>	<ul style="list-style-type: none"><li>• Avaya S8700 Media Server</li><li>• Avaya S8300 Media Server</li></ul>	<ul style="list-style-type: none"><li>• All services were provided by the BusinessPartner</li></ul>