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Hospitality

Perfecting the Passenger Experience

Oracle Hospitality
Cruise Technology

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Oracle Hospitality Cruise Technology: Perfecting the Passenger Experience

Introduction:

For cruise operators, the digital world has changed everything – most notably, passenger expectations. Buoyed by omnipresent mobile devices, guests demand better, faster, hassle-free service.

That means every step of their journey requires zero-friction encounters, creating a flawlessly orchestrated experience they'll treasure for a lifetime.

But with the innate complexities of fleet operations, executing at such standards can be daunting. Oracle Hospitality Cruise is here to assist.

With a suite of comprehensive technology solutions – from shipboard property management to fleet-wide, headquarter-based management systems – **Oracle Hospitality Cruise** elevates operational efficiency and staff performance, not only meeting passengers' expectations but surpassing them.

The profound impact of Oracle innovations on guests' experiences is best viewed through their perspective. Let's take a look at how Oracle can improve the entire journey.

Pre-Arrival:

Exceptional performance starts before guests arrive.

It's a fundamental tenet of the cruise industry, but many operators know all too well that it can be easily compromised. Take, for instance, reservation glitches that occur when conventional shoreside-to-ship delivery of passenger files goes awry. Emails with reservation files attached get lost in cyberspace. Or human error during file upload ruins the best of intentions.

But imagine if guests could provide all pertinent manifest information in advance via the web, using the cruise operator's own pre-cruise check-in portal to update manifest information, set up credit card for payment and upload photos for subsequent gangway security use. Correctly store such details – including prior guest history – and send to ships using **Oracle Hospitality Cruise Fleet Management System** (FMS) **Reservations Online** (ResOnline), which automatically transfers reservation data from shore-side systems to onboard users. ResOnline not only delivers data accuracy onboard ships – providing shipboard staff with the same information available shoreside – but allows last-minute guest bookings until a short time before sailing, offering the potential to generate additional revenue. In addition, ResOnline enables crew to accept last-minute changes to existing reservations such as stateroom upgrades, special requests and other adjustments, ensuring guests' needs are always met.

The comprehensive, guest history data feature provides relevant details from guests' previous voyages, including special requests, amenities, shore excursions and invoice charges (with item level details).

Recognizing guest preferences based on aggregated history from prior cruises enables your cruise line to anticipate guests' needs – raising service to the highest of standards.

Check-in:

Few things in life irritate and confound passengers more than long lines. And the truth of the matter is, there's no reason for their existence.

Cruise operators must employ fully integrated solutions that speed passengers through check-in, the critical first factor of the time-tested equation for success: less time at pier + more time onboard = happier passengers who spend more.

Oracle Hospitality Cruise Check-in Wizard helps cruise line embarkation staff ensure adherence to the equation. The application expediently guides the operator through core, check-in elements such as identifying guests, updating manifest information, entering or verifying payment information, capturing passport information and taking guest photos. The accelerated service leads to more guests onboard faster, contributing to onboard revenue sooner rather than later.

Onboard Experience:

Once their journey is underway, passengers covet a blissful experience with few, if any, interruptions. That places a premium on efficiency and expediency at every point of service. Such a standard requires real-time sharing of passenger information across all platforms to create "one version of the truth" – accessible to any of the ship's departments and enabling easy modifications, whether it's updating a payment method or changing cabin assignments. **Oracle Hospitality Cruise Shipboard Property Management System** (SPMS) manages these tasks effortlessly.

SPMS simplifies all passenger and crew handling procedures by managing relevant personal information – including photographs – on a single, central database that stores elements such as loyalty program numbers, emergency or temporary contact details, travel document information and complaints/comments. Efficient information storage and instantaneous access help operators accommodate the needs of all individuals coming onboard, including guests, groups traveling together, temporary visitors and the ship's crew.

The bottom line? The fully integrated nature of SPMS and related Oracle Hospitality Cruise solutions means vital passenger and crew information remain accurate and available, anywhere, anytime. This leads to significant benefits for crew members utilizing our cruise solutions:

- With comprehensive guest profiles stored centrally, each department (e.g., F&B, house-keeping, retail) can quickly access information pertinent to its delivery of service

- On-demand report generation based on access rights

- Streamlined management of crew data, position requirements and safety certificates makes tasks such as compliance reporting much simpler

Dining Services:

Operators know all too well that one sub-par dining experience can jeopardize an otherwise perfect cruise. That's why it's imperative to orchestrate guest dining, bookending delicious meals with exemplary service – from timely, attentive delivery to hassle-free payment. Oracle Hospitality Cruise provides a portfolio of solutions, including tablets, to make it all possible.

Most importantly, Simphony is fully integrated with **Oracle Hospitality Cruise Shipboard Property Management System** (SPMS), ensuring all F&B transactions are automatically included in the ship's general ledger and readily accessible to appropriate staff. Such integration also offers guests many advantages, including a completely cashless experience onboard. Everything from room service to pool bar drinks to evening dinners is charged directly to their cruise ID card. Staff also can apply discounts, add drink packages and more – directly to the account. Ultimately, transactions are made quicker and easier for staff, and payment is simplified into a single invoice for guests.
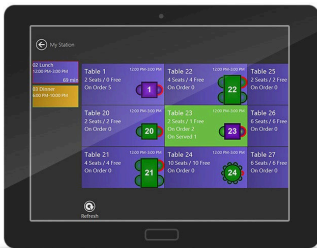
In many cases, Simphony's impact on service will remain "behind the scenes" to guests. But rest assured, they'll appreciate the outcomes. Simphony's functions are created specifically for hospitality among its highlights:

- Improve accuracy and speed of service with the conversational ordering feature. Orders can be entered into the POS in the sequence that they are given, greatly simplifying the ordering process.

- Simphony automatically recognizes combo meals based on items ordered, calculating special pricing to ensure discounts are never missed, and improving order entry time.

- Ensure future orders will always be on time. Simphony automatically sends online and call-ahead orders to the kitchen based on when they are needed.

Simphony Capitalizes on Mobility:

In its essence, mobility is all about providing service anytime, anywhere. Crew members need to be untethered so they can keep pace with passengers. Simphony allows such freedom because it works in tandem with powerful, portable hardware:

- **Oracle MICROS Compact 310 Workstation**: As its name implies, the smaller POS unit is perfect for tight quarters and can be easily moved onboard to meet demand wherever it surfaces. To the delight of guests, it's designed for "line-busting."

- **Oracle MICROS Tablet 700 Series**: With a lightweight, slim line, 7-inch design, this rugged, mobile POS is designed to engage guests, regardless of their location. It not only accelerates service, but enhances it by allowing greater one-on-one interaction.

The centerpiece to manage food and beverage operations is **Oracle Hospitality Simphony**, a point-of-sale platform, using fixed and mobile devices, that delivers guest engagement, standardized reporting, and advanced central management controls to increase operational efficiency.

Shore Excursions:

For many passengers, shore excursions are among the top highlights of their cruise. But for operators, they represent a growing management challenge, especially as the scope and variety of offerings expand. A legitimate worry: The risks escalate for disappointing guests.

With the use of **Oracle Hospitality Cruise Shore Excursion** module, operators can orchestrate and manage guests' shoreside adventures. With real-time access to excursion information, staff can:

- Manage bookings, monitor availability, and track unused, voided and completed excursions
- Handle individuals, groups and sub-groups – all with multiple pricing levels incorporating discounts, child rates, overweight pricing and cancellation fees, etc.
- Accommodate pre-booked and pre-paid excursions arranged by guests who used the cruise line's web portal prior to voyage start
- Empower guests with use of self-service kiosks, through which they may book their own excursions, print tickets or review their account status

Gangway Security:

Today's stringent international directives mandate cruise ships employ a system enabling staff to know at any moment which guests, crew and visitors are shoreside or onboard in an emergency or other security related matter. Failure to know everyone' whereabouts during such circumstances may have significant ramifications.

Oracle Hospitality Cruise Gangway Security provides peace of mind through an automated and fully integrated system that incorporates the functionality required by the Safety of Life at Sea (SOLAS) Convention and the International Ship and Port Facilities Security (ISPS) Code. Even better, it provides features that make cruise ship embarkation/debarkation quicker, simpler and less intrusive for passengers.

Gangway Security also has an alarm feature that signals the attending guard concerning other important circumstances. The application triggers visual and audible cues for scenarios involving: crew attempting to go ashore while still on-duty, guests trying to debark with unpaid invoices and individuals without proper visas seeking excursions.
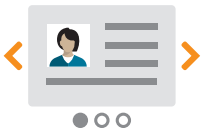
Debarkation:

Compounding what already is a difficult task, debarkation can get derailed by a number of uncontrollable variables, from weather delays to immigration or customs issues. But it helps to know you possess the technology tools to control what you can.

Oracle Hospitality Cruise SPMS Quick Billing and **Quick Invoice Printing** help manage a litany of end-of-cruise procedures such as invoice distribution and settlement. **Quick Checkout** systematically deactivates all settled guest accounts for those debarking on the last day of a cruise. These features provide an "express checkout," making visits to reception unnecessary and imparting passengers with a great final impression. Just as importantly, these tools and others, such as Batch Guest Board Card Printing Wizard, play a pivotal role in getting the ship turned around and prepared to welcome new guests. Together, they represent the best way to guarantee the next voyage starts flawlessly.

As a journey comes to a close, operators must clear one last hurdle to ensure passengers go home happy: expedite large-scale debarkations, which nowadays involve thousands of people.

Conclusion

Technology already is intertwined with the consumer's travel journey, from start to finish. And its need is growing exponentially as guests increasingly demand tailored experiences delivered to them – faster, better and less expensive than before. **Let Oracle Hospitality's technology platforms accelerate innovation, improve efficiency and reduce IT cost and complexity.** It's the choice that will unveil what technology truly can be: an invaluable tool to better understand guests and orchestrate vacations that they will long remember.

Consumers already deem technology as an inseparable element of their travel journey, and they demand – and expect – cruise lines to continue investing in it to improve their experiences.

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