



Carus

Automating the Customer Journey ***Enhanced Passenger Interaction and Onboard Spend***

47th Interferry Conference
Hobart – Nov 6, 2023





Who is the Customer?

Passenger



Cargo





The Customer Journey





Why Automate

Hard to find staff



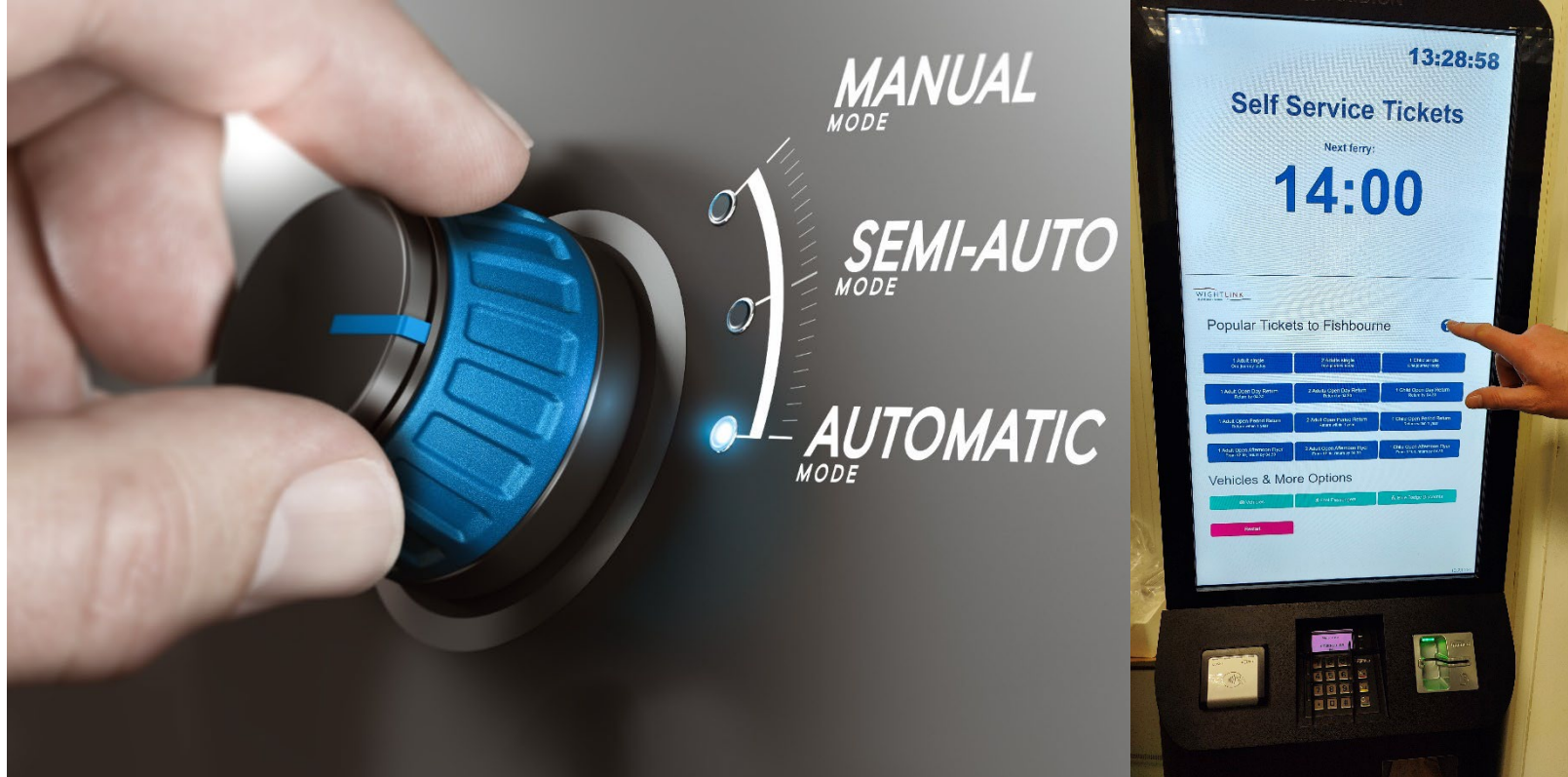
Service



Savings



Time to go Automatic





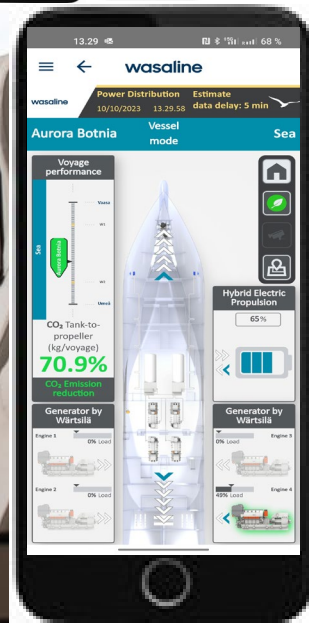
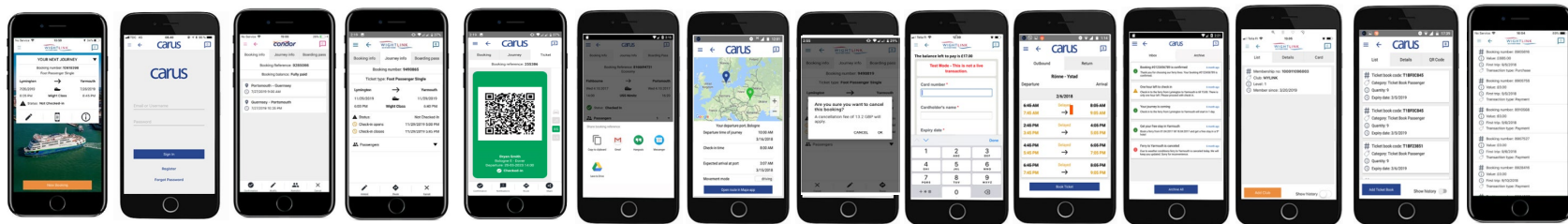
Objectives

- Keep the customer happy
- Make it easy to buy
- Provide more than expected
- Give personal service to the right person at the right time – without being pushy
- Minimize the need for manpower and sell more!



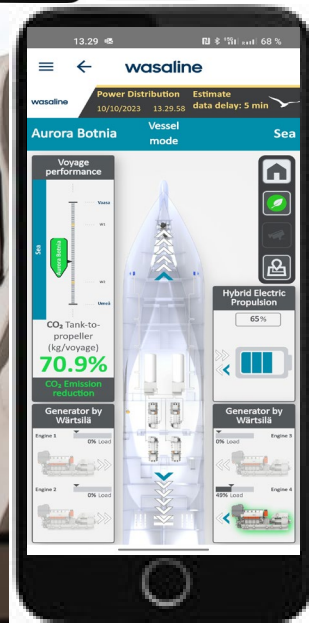
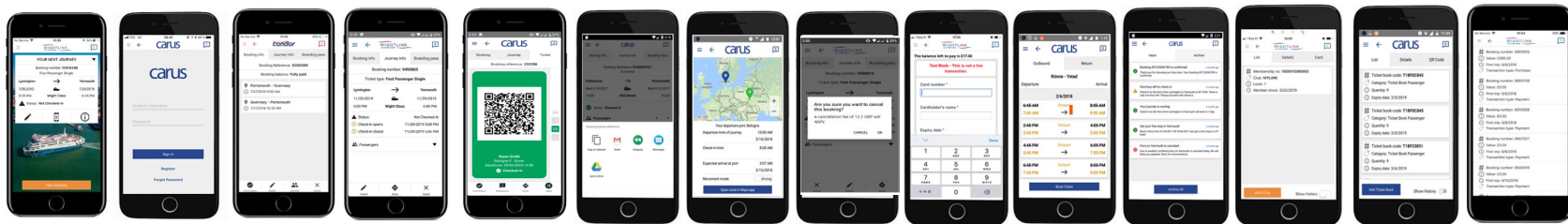


Digital Ferry Travel Experience



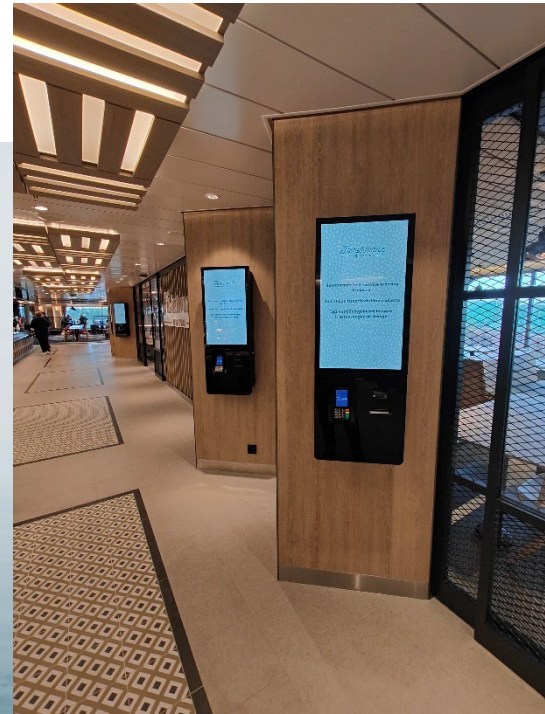
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Digital Ferry Travel Experience



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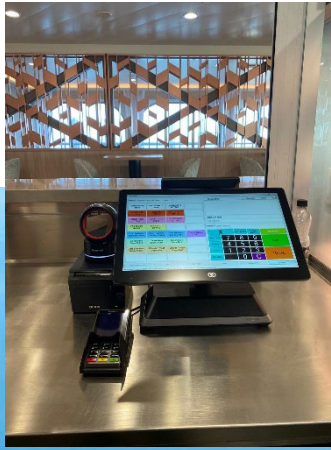
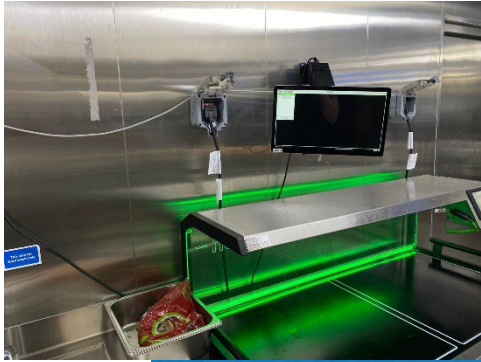
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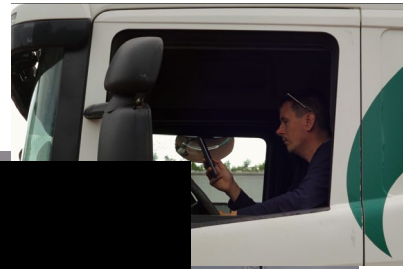
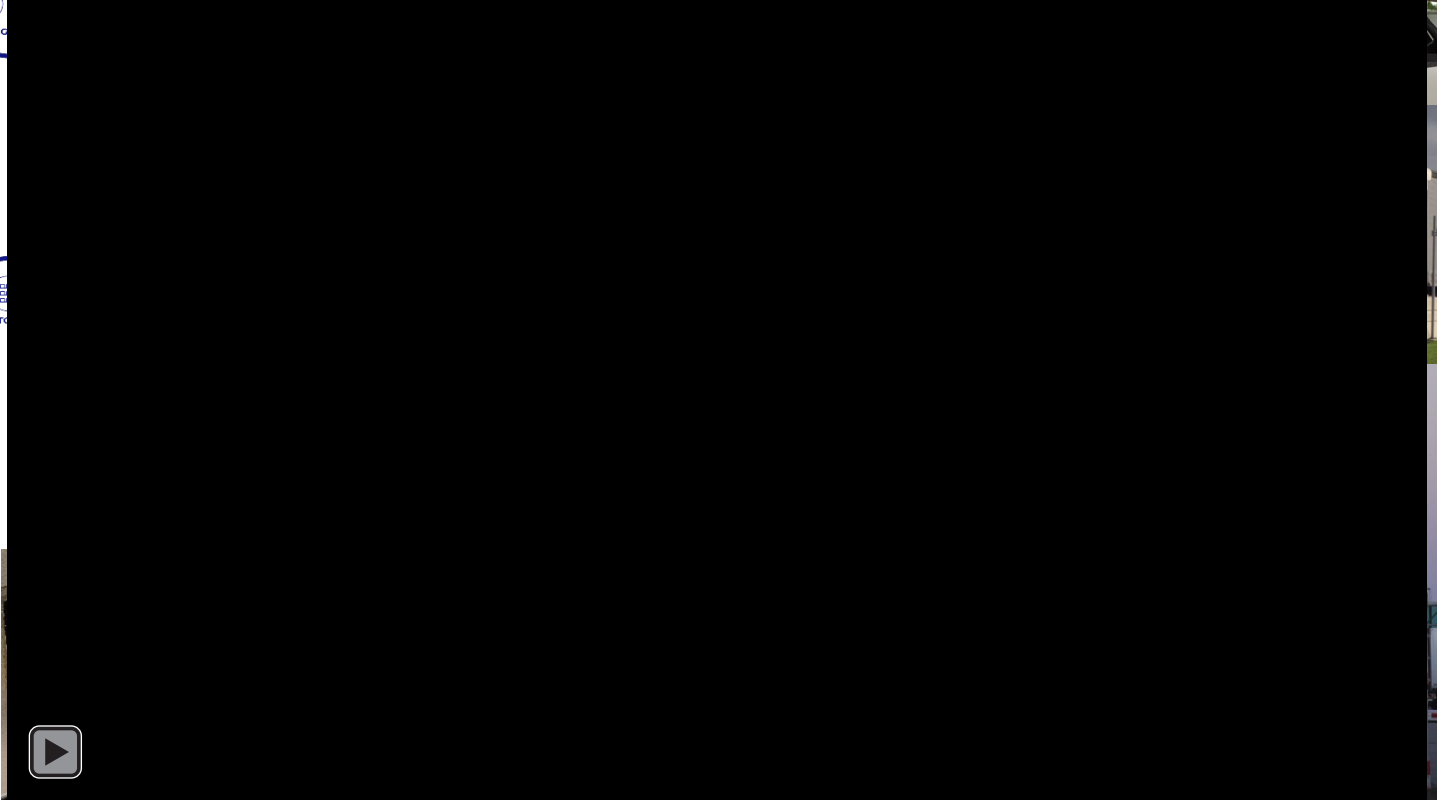
Hullo



P&O Pioneer



Vasa-Umeå with Wasa Line





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Thank You!

