

Operational efficiency: on-board services

The Mantec approach



Our Mission

To improve the profitability of our clients by enhancing their operational performance



Increase Profit

- ▲ Sell more to your customers
 - ▲ Focus on contribution margin
 - ▲ Drive cost efficiency
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- ▲ **Improvement potential worth millions of euros!**

Mantec – in brief

- ▲ Largest implementation firm in the Nordic area
- ▲ Active across Europe, China and the US
- ▲ Established in 1997
- ▲ Over 150 senior professionals, all with extensive operational and management experience
- ▲ Over 500 implementation projects
- ▲ Extensive maritime experience



We take responsibility for implementation...



80 - 90% of all costs are typically going through the hands of first line supervisors

Control at the point of execution

Some marine clients...



Start with your customers...

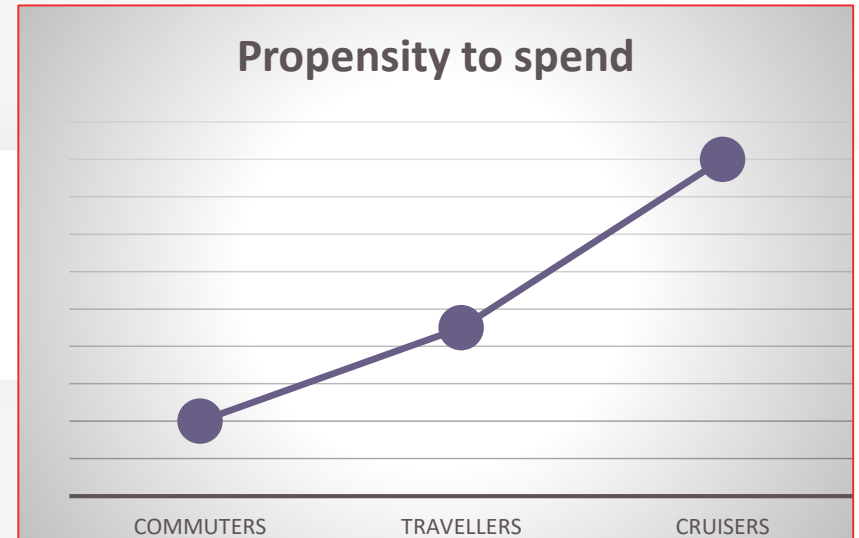
Gather information

Use the information

Reap the benefits

Data gathering & segmentation: **who are our passengers on this trip?**

- ▲ **“Cruisers”** – mostly for fun, higher-income
- ▲ **“Travellers”** – families with children, holidaymakers
- ▲ **“Commuters”** – A to B with minimum frills



Your technology is creating information – but are your people using it effectively?

Reduce cost and increase top line

Gather information

Use the information

Reap the benefits

Maximising revenue

- ▲ Offers on the web to fill premium spaces
- ▲ E-mails between booking and sailing
- ▲ Social medias
- ▲ Flyers while pax wait to board
- ▲ Adapt services and offerings based on profiles
- ▲ Upselling campaigns based on profiles
- ▲ Flexible 'front' articles in retail
- ▲ Upselling in shops and restaurants
- ▲ Click to collect concepts
- ▲ Focus on margins, not only revenue

- ▲ **Technology gathers the information, but...**
- ▲ **Your people will deliver operational efficiency**
- ▲ **Change their behaviour and you change your performance**

Controlling costs

- ▲ Activity based manning (seasonality / load factor)
- ▲ Correct crew in each outlet
- ▲ Transparency of demand – dynamic crewing *between* outlets during sailing
- ▲ Utilise the “captive audience” factor
- ▲ Adapt offerings and concepts according to segments
- ▲ Flexible ship – open or close outlets based on numbers & profiles
- ▲ Strategic procurement for onboard sales
- ▲ Supply-chain management
- ▲ Vendor managed inventory

Results!

Gather information

Use the information

Reap the benefits

- ▲ Up to 10% top line growth – upselling across all customer interfaces
- ▲ 3% to 5% reduction in crew costs – optimised according to load factors / safety manning levels
- ▲ Improved job satisfaction – no one is bored in low season and overworked in high
- ▲ Increased crew flexibility – moving as needed between shop, bar, restaurant, etc.
- ▲ Margin improvement – enhancing transparency; real-time dashboards with today's performance
- ▲ Enhanced customer satisfaction
- ▲ Motivation – it is fun to be part of a successful team!
- ▲ Foundations for a culture of continuous improvement – long after the project finishes
- ▲ **Bottom line profit improvement for our shipping clients of 200 million € - annually**

Could **you** do better?



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