



We aim to become
Scandinavia's best, most loved
and profitable ferry company



STRONG CUSTOMER VALUE PROPOSITIONS

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THE KEY DRIVERS FOR SUCCESS IN THE FERRY SHIPPING INDUSTRY – STRATEGIC POSSIBILITIES, SOLUTIONS & CHALLENGES

- The key drivers for Fjord Line’s growth strategy and success are anchored around strong customer value propositions and a strong & united industry as an important prerequisite

STRONG CUSTOMER VALUE PROPOSITIONS

RESPONSIBLE MARITIME TRAVEL

- **Environment & sustainability**
 - Technological innovation – to meet requirements for lowering the CO2-emission
 - Modern fleet, next generation sustainable fuels and/or energy sources
 - Energy saving programs
 - Protecting the oceans & reduce waste
- **Health & Safety**
 - COVID19 – “A different kind of responsibility”
- **Sea services/travel from an environmental perspective – a competitive advantage.**

NEXT LEVEL SERVICE – FOR BOTH PASSENGERS & FREIGHT

- **Customer Experience Excellence**
- **Digitalization** – the innovative, modern, digital, and highly automated customer journey – terminals/ports etc.
 - A seamless and efficient check-in and boarding process etc. incl. automated cars/trucks/passenger check-in
 - Customer Journey optimization - incl. to secure the competitiveness to other means of transportation/travel.

A STRONG & UNITED INDUSTRY

WE MUST MOVE CLOSER AS AN INDUSTRY TO SECURE INDUSTRY COMPETITIVENESS

- **“One voice” – in critical cross industry issues** to secure strong customer value propositions, sustainable operations and competitiveness
 - **Digitalization and standardization** – customer journey incl. 3rd party distribution
 - Ports/terminals play a significant role in contributing to modern, standardize, seamless, and efficient departure/arrival customer processes & services
 - Common industry protocols towards 3rd parties
 - The global pandemic (COVID-19) – **a significant need for cooperation within the industry to secure a minimum of operational disruption**
 - **Actively push industry competitiveness – environmental & sustainable travel.**



Det er bare
å glede seg

THANK YOU