

FERRY SHIPPING SUMMIT 2022

How automation and self-service can optimize the onboarding service in the ferry ROPAX segment



Automation & Self-Service

- Brief on Logos
- Why automation and self-service?
- What can be automatized?
- What to use self-service for?
- How to implement?
- Final words

Logos in brief

- Focused on self-service payment solutions and platforms for a wide range of verticals - We understand and work in verticals - close to our customers
- Solid references with an installed base of app. 35.000 units
- We are system integrators with own solutions for e.g. kiosks, card payment, mobile payment, kiosk applications, gate control systems and backend solutions deployed across verticals.
- Agile development organization for co-creations, customizations, interfacing, adaptations etc.
- App 160 employees

 Refueling

 Car Wash

 Parking

 Travel & Ticketing

 Vending

 Laundries

 Amusement & Leisure

 Payment Modules

Why automation and self-service?

It is about better customer experience, more safety and higher profitability

Why automation and self-service?

- Better and more intuitive customer journey
- Faster check-in - Expect an average of a factor 2-3 improvement of gate flows (check-in time)
- Create logic up-sales possibilities at the kiosks
- Efficient handling of high-season peaks w. less need for temp. staff etc.
- Increased safety and security
 - *People counting, vehicle type identification (e.g., EV) etc.*
- Provides correct classification = correct ticketing = increased profitability
- Fewer manual processes = reduced operating costs
- Focus manual processes on customer on deviations and exemption handling
- Reduced engine idle time
- Improved overall port flows and reduced congestion in port area
- Reduce or eliminate cash handling
- Fastlane check-in

What can be automated?

- Identification of vehicles
 - *License plate recognition (linked to bookings, track and trace of freight vehicles, commuters etc.)*
 - *Vehicle type identification (make & model)*
- Classification of vehicles for correct ticketing
- Photo documentation for damage claims management.
- Weight and dimensions of vehicles for cargo planning
- Counting of vehicles boarding/leaving
- Counting of persons boarding/leaving
 - *Walking passengers*
 - *Driving passengers*
- Track and trace of freight vehicles
- Verification of passports & ID cards
- OCR reading for e.g. verification of haz. labels etc.
- And others, as there is a continuous development in automation solutions



What to use self-service for?

- User dialogue at check-in gate
- Deviation management
- Booking identification
- Ticket sales
- Up-sale
- Payment
- Persons Identification
- Document handling



How to implement

We divide this into 3 phases:

1. Clarification & Scoping phase
2. Design & Specification phase
3. Customization & Implementation phase

Clarification & Scoping Phase

- Define objectives for automation and self-service as well as initial project scoping
- Pre-study of the actual situation as all ferries and ports are individual
 - *Port ownership (who can change what onsite)*
 - *Port area size and layout*
 - *Access conditions and driving geometry*
 - *Local and national rules*
 - *Existing systems and system infrastructure*
 - *Ferry type, crossing type and turn around time*
 - *Passenger and freight mix*
 - *Product structure*
 - *Organization and business processes*
 - *Etc.*
- The pre-study analysis will deliver platform to set objectives, to choose right design and technical solutions.
- The pre-study will in some cases alter objectives as well as project scoping

Pre-Study

- Understanding existing solutions or plans for automation and self-service
- Understanding organization and business processes related to booking, gate management, onboarding etc.
- Understanding existing systems and system infrastructure, incl. clarification of roles, functionality, interfaces etc.
- Understanding operational issues in the existing setup
- Detailed site visits for documentation of e.g. buildings, structures, installations etc., incl. Analysis of port area conditions and possible limitations
 - *Analysis of access conditions and driving geometry*
 - *Analysis of passenger and freight mix*
- Analysis of product structure
- Pre-study report, incl. recommendations for focus areas of automation and self-service to achieve short-term and long-term objectives.



Design & Specification Phase

- Solution Design Specification, incl:
 - *Overall solution design*
 - *Define customer journey for all passenger and vehicle types*
 - *Define flows from booking to onboarding, user-interfaces etc.*
 - *Design business processes*
 - *Choose automation components*
 - *Specify system integrations and customizations*
- Initial Project Specification
 - *Plans and budgets*



Customization & Implementation Phase

- Detailed solution design
- Build solution - customize, adapt, interface etc.
- Factory acceptance testing
- Install and commission pilot
- SAT
- Roll-out



Final words

- Pre-study is the key to success.
- Design initial project with a narrow scope and clear objective.
- Conceptualize solutions so they can be implemented across ports and routes
- Involve key stakeholders in design and implementation phase

Thank you for listening!



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