





Digital Waves: Innovations & Future Trends in Ferry Booking Systems

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E-Dea











Port Boulogne Calais



Fleet: 37 22.6 M Pax **9.5 M Cars**



eBooking®

Fleet: 5 2 M Pax **Ongoing Proj.**



eBooking®

11 M Pax **3.7 M Cars** 43 M Tons Freight



eModal®

CALMAC FERRIES ---



Color Line



₹Finnlines



Fleet: 36 5 M Pax 1.5 M Cars 80 K Freight



eBooking®



Fleet: 5 4 M Pax 1 M Cars 180 K Freight



eBooking® and eBoarding®





Fleet: 20 695 K Pax **157 K Cars**



eBooking® and eBoarding®





▼ Scandlines







Fleet: 13



eBooking®





eBooking®





eBooking® and eModal®



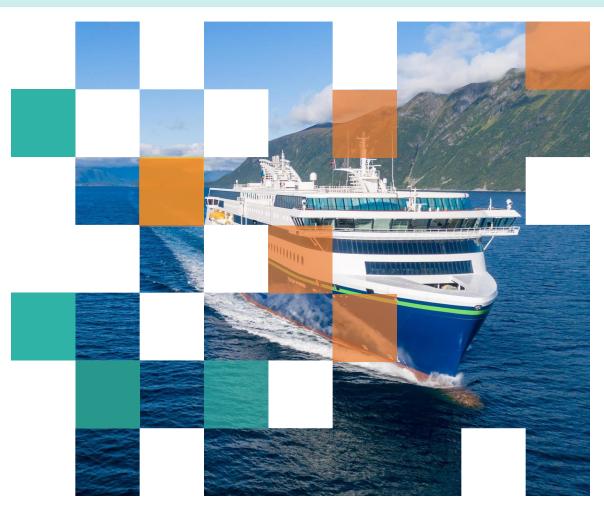
Transforming the Passenger Experience

In a dynamic maritime industry, the future belongs to those who can transform each voyage into a unique and unforgettable experience that connect each passenger to the spirit of the sea and the unique identity of each ship

HYPER-PERSONALIZATION THROUGH DATA ANALYTICS

NEW-GENERATION LOYALTY
TRENDS

USER EXPERIENCE ENHANCEMENT





Meeting the Needs of Modern Travelers

Why Hyper-Personalization and New Generation Loyalty are Essential for Ferry Operators?

- **1. Customer Expectations**: Today's travellers expect seamless, **personalized experiences** across all travel stages, from booking to post-ferry crossing.
- **2. Changing Passenger Priorities**: Especially younger demographics, seek **intentional, meaningful travel**. Additionally, multiple studies indicate a rapid decline in revenue from traditional loyalty programs across all transport and travel sectors especially among Generation X, Millennials, and Gen Z travellers.
- 3. Competitive Advantage: Operators that excel at personalization differentiate themselves, encouraging customer loyalty especially in highly competitive routes.
- 4. Revenue Opportunities: Personalization can drive increased revenue by boosting overall sales, targeted upsells like cabin upgrades, and ancillary revenue through personalized offers and strategic partnerships.



Data-Driven Personalization

Considerations:
Respecting customer
privacy is essential to
maintaining trust, so it's
crucial to enhance
processes for loyalty
subscriptions and
registered customers.



Booking and Browsing History:

Data on previous travel routes, destinations, booking composition and upgrade history.

Frequent Traveller Data:

Preferences such as accommodation choice, vehicle type, meal preferences, loyalty status, and on-board purchases.

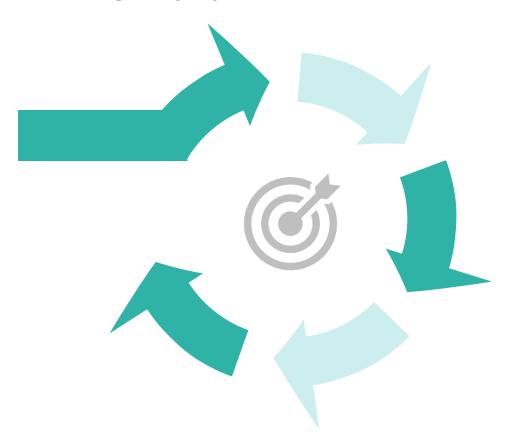
Real-Time Data:

For example, leveraging location-based data during departure, on-board or arrival to offer various services.



Hyper-Personalization & New Loyalty in Action

Trends: Practical steps to boost registrations and prepare for hyper-personalization & next-gen loyalty





Multiple loyalty schemes & offering based on target group

Young/students, commuters, families with kids, seniors, high spender singles, business travellers.



Subscription-based pricing 1

Multiple-Trip Loyalty Passes for medium and long-distance crossings. Can be pre-paid (Aegean) or with discount (Qatar Airlines)



Subscription-based pricing 2

Taylor made subscription pre-paid packages. Customers to pay a monthly or annual fee for unlimited or discounted access to services and purchase ticket bundles at special rates (Emirates)



Dedicated vouchers coupons

Customized vouchers and experiential rewards based on customer profile are more appreciated than traditional points or miles.



Gift Cards and Coupons sold from Corporate Welfare Platforms

Tap into a growing market, increasing your brand visibility boosting sales and customer reach.



Special upgraded care offering for senior passengers

A specialized senior care offering captures Europe's growing senior market, boosts loyalty, and strengthens your brand as an inclusive leader.

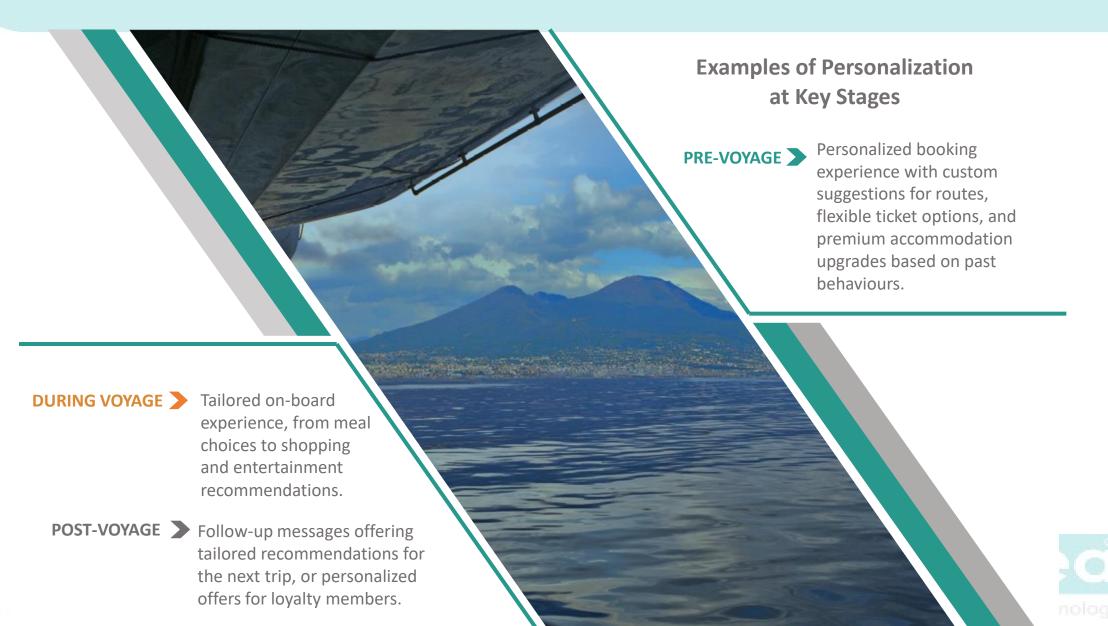


Draw an accurate profile of the customer

Ensure the registration can include family and friends so you will be able to target the "main spender"



Hyper-Personalization & New Loyalty in Action



UX Enhancement

Enhancing the user experience and design of ferry booking systems is crucial to mitigate the **complexity** that often characterizes this process.

Self-service options for customer convenience and streamlined operations.

• Seamless rescheduling or cancellation as well as disruption management. Customer autonomy creates a sense of satisfaction, loyalty, and a positive brand experience.



- Enhance self-service functionality based on target group. For example, a dedicated access for Group Booking (EASYJET, RYANAIR) or ad hoc functionality for Business Travelers (EASYJET)
- Implement effortless transitions between channels and uniform support, allowing customers to switch contact methods without losing progress or repeating themselves.
- Introduce AI Chatbot to address questions. Apart from providing around-the-clock support, chatbot statistics will provide you with a deeper inside.
- Employ automated text or email reminders leading up to the departure to dramatically reduce No-Shows and maintain smooth operations.
- **Embrace feedback** as a powerful tool for improvement and show your commitment to creating a process people love.



Benefits



- Enhanced Customer Satisfaction:
 Addressing individual preferences, to significantly improve passenger experience.
- Increased Ancillary Revenue:
 Targeted offers for extra services,
 accommodation upgrades, and on board purchases to drive additional
 revenue streams.
- Customer Retention: Personalized experiences encourage frequent traveller loyalty, leading to repeat business.
- Operational Efficiency: Data-driven insights allow for predictive analytics, optimizing crew and inventory planning based on passenger needs.



Challenges & Solutions





- Privacy and Data Security: Address data security by implementing strict protocols and transparency with passengers.
- Cost of Implementation: Investing in personalization technologies can be costly upfront, but it provides long-term ROI through customer loyalty and higher revenue.
- Avoiding Over-Personalization: Find the right balance so passengers feel catered to without feeling "watched."



Thank you for listening



