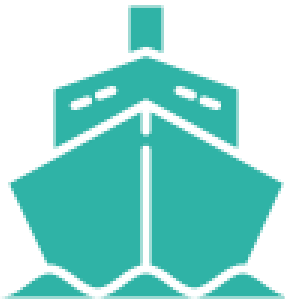


UX Enhancement

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