Lingotek Helps **Princess Cruises** Manage Onboard Surveys

About Princess Cruises

Princess Cruises first set sail in 1965 with a single ship cruising to Mexico. Today, the line has grown to become the third largest cruise line in the world, renowned for innovative ships, an array of onboard options, and exceptional customer service. A recognized leader in worldwide cruising, Princess carries 1.7 million guests each year to destinations around the globe ranging in length from 3 to 114 days, allowing them to see the world and come back refreshed.

Princess Cruises was catapulted to stardom in 1977 when one of its ships, the Pacific Princess, was cast in a starring role on a new television show called "The Love Boat." The weekly series, which introduced millions of viewers to the concept of a sea-going vacation, was an instant hit and both the company name and its "seawitch" logo have remained synonymous with cruising ever since. The show, which can still be seen around the world, has been widely credited with fueling the dramatic expansion of the industry.

Princess Cruises is part of Carnival Corporation (NYSE: CCL and CUK), one of the largest vacation companies in the world.

Challenge

Princess Cruises currently sends a customer questionnaire evaluation via email to each guest about a week after they've finished their cruise in order to get valuable customer feedback. With the new expansion into the Asian market, this has become impossible to do since many Asian countries use charters to book their travel and the charter company does not provide customer data, especially email addresses. Princess needed a way to capture guest satisfaction and turned to their "Princess@Sea" application to administer the survey while the guests were still onboard. To accomplish this, they needed a way to provide the evaluation in Chinese and Japanese onboard their ships.
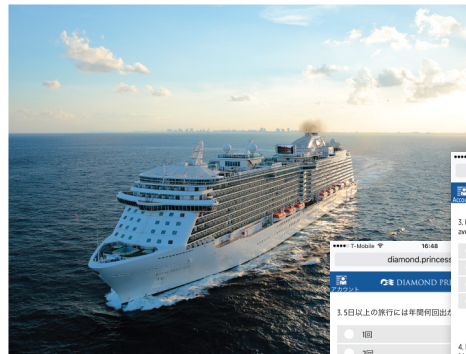
(Survey in 2-3 languages)

Solution

Princess@Sea, an onboard web application, is built on the Drupal platform and now serves up an onboard survey to Princess guests. When a guest submits the survey in a language other than English, the survey is sent from the ship to a shoreside Drupal environment. It's then sent to Lingotek via the Multilingual API for automatic translation to English and then back up to the ship for immediate action.

Thanks to Lingotek's Multilingual API and this automated process, Princess crew members are now able to immediately address any guest concerns that come up in the onboard surveys in real time, rather than getting the feedback well after the cruise has finished. This information helps Princess provide exceptional customer service to ensure guests have an enjoyable vacation.

Benefits

Real-time customer satisfaction is key to an unforgettable vacation experience. Princess Cruises saved time by not having to manually translate content in their shoreside corporate offices or trying to find crew members onboard that speak the language to translate the survey. They also have cut significant costs by administering the survey themselves, rather than using an external vendor for customer satisfaction responses.

Princess guests are better able to enjoy their vacation when they see timely and responsive action to their needs.

Princess Cruises was able to respond to their international guests promptly regardless of their language and the language spoken on board by the crew members.

Managing Questionnaires at Sea

Using a cloud-based translation management system can present some unique challenges when at sea. The initial deployment of Princess@Sea verified the feasibility of the solution and revealed other possible uses. Princess Cruises decided to introduce onboard surveys as an additional feature and has been very pleased with the results thus far. They look forward to expanding the solution to other areas of need.

Instant Success

Princess Cruises has already seen a return on investment as crew and employees are no longer tasked with manually translating surveys. They are now able to save time and resources by retrieving all of the survey submissions in English as soon as they come in and quickly acting on them.

The Princess@Sea application, with the new addition of the onboard surveys, has been a huge hit with both passengers and crew. Onboard crew members love the ability to have instant access to the questionnaire results. Passengers appreciate the real-time feedback, personalized user experience, and timely information. Lingotek provided outstanding service and support throughout design, development and deployment of this additional solution. Lingotek's multilingual expertise and Drupal acumen made them invaluable partners in the success of Princess@Sea onboard surveys.

- Reduce Survey Time from Weeks to Near Real-Time
- ROI was Met Almost Immediately
- Increased Engagement with Business Intelligence
- Accelerated Delivery
- Improved Departmental Performance
- Better Resource Utilization
- New Opportunities Uncovered

Next Steps

In addition to the Princess@Sea onboard surveys, Princess Cruises plans to translate other content such as newsletters, brochures, luggage tags and the company website.

About Lingotek

Lingotek | The Translation Network – Finally. Networked Translation. Connect your company to the world.

Lingotek's Translation Network is the only cloud-based solution to connect all your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications to continuously push dynamic multilingual content to all of your global markets.

Lingotek | THE **TRANSLATION** NETWORK | www.lingotek.com