

Contact Center Solutions Help Star Cruises Navigate Global Connectivity



Asia's cruise pioneer manages tidal volume of calls with Avaya Communications Solution.

Genting Hong Kong is a leading global leisure, entertainment and hospitality enterprise, with core competencies in both land and sea-based businesses including Genting Cruise Lines comprising of Star Cruises, “The Most Popular Cruise Line in Asia”, Dream Cruises, “Asia’s Luxury Cruise Line”, and Crystal Cruises, “The World’s Most Awarded Luxury Cruise Line”, along with German shipyards MV Werften and Lloyd Werft, prominent nightlife brand Zouk, and Resorts World Manila (“RWM”), an associate of Genting Hong Kong.

Star Cruises pioneered the cruise industry in Asia in 1993. Today, it is one of the “Top 50 Asian Brands”, offering a unique “Total Freedom” cruise concept and first-rated Asian hospitality on its acclaimed fleet comprising SuperStar Virgo, SuperStar Gemini, SuperStar Libra, SuperStar Aquarius, Star Pisces and The Taipan.



Challenges

- Enable global connectivity
- Manage high call volume more effectively
- Improve customer responsiveness, experience

Value Created

- A single global platform that delivers on land and at sea
- Seamless communications experience for customers and employees, resulting in accelerated growth for Star Cruises
- Faster response time, leading to improved customer satisfaction

The company understands that to stay on top, it must always be continually transforming to give its customers the best experience in the industry. With Avaya's Customer Engagement solution, Star Cruises' guests benefit from top-notch service and added convenience across every touch point, internally and externally.

Star Cruises receives numerous bookings and inquiries from both travel agents and the public across the region. One of its biggest challenges was efficiently managing the high volume of daily calls - whether from ship to ship, ship to shore, or shore to ship. By leveraging Avaya's contact centre and voice solutions, Star Cruises now has seamless global connectivity with multi-channel communications in addition to handling both inbound and outbound calls.

A solution for land and sea

Star Cruises selected Avaya Unified Communications and contact centre solutions because they enabled cutting-edge customer service that scaled as business needs grew.

"A long-standing technology partner of Star Cruises, Avaya has been able to understand our business needs for a simple yet effective communication solution, which helps create a memorable experience for our customers.

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- **Henry Pang**, vice president of Information Technology, Star Cruises.

Avaya IP Office™ has enabled Star Cruises to accelerate its growth and expansion of our Asian footprints through a seamless experience for both our customers and employees,” says Henry Pang, Vice President of Information Technology, Star Cruises.

This innovative solution enables Star Cruises to run its business communications seamlessly on a single global platform for both land and sea, regardless of the quality of internet connection in different countries across Asia. In addition, as the full IP Office solution was implemented into the existing Star Cruises VM environment, additional optimization and cost-savings were achieved.

Charting a course for customer satisfaction

The deployment of the Customer Experience platform enables Star Cruises’ guests to benefit from top-notch service and added convenience across every touch point. It efficiently manages the high volume of inbound and outbound customer service contacts with minimal lead downtime, meaning customers are more satisfied with the service they receive.

Star Cruises can now respond faster to customer needs and with increased efficiency by now delivering highly-accurate routing of inbound contacts, reducing overall enquiry response time and minimizing the long waiting times.

With an always-on engagement, Star Cruises is now able to serve its global audience better regardless of the time zones they’re in or their preferred method of communication. This is resulting in a richer, more streamlined experience for customers.

“As the technology landscape continues on its rapid pace of innovation, businesses need to keep up with the advances in digital transformation in order to meet the evolving demands of its customers. At Avaya, we believe in providing employees with the right tools and skill sets at work, enabling them to deliver excellent customer service, resulting in customer satisfaction. We are pleased to work with Star Cruises, a leading player in the industry, enabling them to bring the best in travel and hospitality to both their regional offices and customers,” said Richard Spence, Managing Director, ASEAN, Avaya.

Full steam ahead

In the near term, Star Cruises plans to expand its Avaya deployment to countries like Japan and Korea, an attainable goal given the scalability of the IP Office solutions.

With the improvement of the customer experience, Star Cruises can now enjoy peace of mind with a more collaborative environment that provides feature-rich engagement for both its customers and employees.

“Avaya IP Office has enabled Star Cruises to accelerate its growth through a seamless experience for both our customers and employees.” - Henry Pang, vice president of Information Technology, Star Cruises.



Solutions

- Avaya IP Office™ Server Edition
- IP Office™ Contact Center

About Star Cruises

Star Cruises is a wholly-owned subsidiary of Genting Hong Kong, a leading global leisure, entertainment and hospitality corporation. A pioneer in the Asia Pacific cruise industry, Star Cruises has been operating its fleet since 1993, taking on the bold initiative to grow the region as an international cruise destination with a fleet of six vessels including SuperStar Virgo, SuperStar Libra, SuperStar Gemini, SuperStar Aquarius, Star Pisces and The Taipan.

Star Cruises' commitment in offering best-in-class services and facilities is reflected in a host of recognitions and accolades received over the years. These include being inducted into the prestigious Travel Trade Gazette's "Travel Hall of Fame" for a ninth year in 2016 in recognition of winning "Best Cruise Operator in the Asia-Pacific" for 10 consecutive years. Star Cruises was also recently voted "Asia's Leading Cruise Line" at the World Travel Awards for the sixth year in a row in 2017.

About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.