

A SEA CHANGE FOR CARNIVAL CORPORATION



Connecting technology and the human touch to reimagine guest experiences and crew interactions

As robust as the cruise market is today, it is still wildly under penetrated. Land vacations rule—cruises make up only two percent of vacations.¹ This prosperous industry has vast growth potential and is significantly expanding capacity. Success depends on cruise lines delivering distinct value propositions that call travelers to the sea again and again.

Making a big splash

This is exactly what Carnival Corporation is doing. Leadership had a vision to bring the siren song of the ocean to life for people. They know the magic and allure of cruising—what a cruise offers that no other travel experience can—and they are elevating it to even higher levels. To make the cruise experience more than memory making. To make it life changing.

Enter the aptly named O·C·E·A·N® (One Cruise Experience Access Network®), a comprehensive guest experience strategy the company launched

in 2015. This is a bold transformation initiative with technology at its core, but not its focus. With high-touch experiences and finely-tuned crew interactions powered by intelligent technologies, Carnival Corp. wanted to do the impossible. It wanted to efficiently deliver made-for-me experiences for thousands of passengers at the same time.

The Ocean® guest experience platform is the heart of the transformation. It is an integrated guest experience platform with a secure experience Internet of Things™ (xIoT™) network and streaming analytics. Guests receive an OceanMedallion™ wearable device for free that connects them to an ecosystem of services and experiences powered by the platform. This innovative wearable device makes guests easily and precisely identifiable to the crew for bespoke recommendations and seamless cabin access, while linking to interactive portals throughout the ship.

Sailing into the new

Carnival Corp.'s Global Experience & Innovation Group selected Accenture as its premier innovation partner. In addition to broad knowledge of the hospitality industry and Carnival's business, Accenture offered end-to-end expertise. By bringing together all five of its businesses—Strategy, Consulting, Digital, Technology and Operations—Accenture could get the right people in the room at the right time focused on the right things. By working together with a big picture

view, rather than working in isolated pockets, the Accenture team became a force multiplier to Carnival Corp.'s "skunk works" innovation team.

Accenture's custom design of OceanHospitality™—a microservices-based, cloud-run, multi-location property management system—established the foundational underpinnings for Carnival Corp.'s experience transformation. The most advanced property management system in hospitality, OceanHospitality™:



Gives the ability to continually innovate experiences without time-consuming and costly deployments in countless locations.



Contains modern user interfaces that make the system easy for the crew to learn and use.



Makes it possible for the company to adapt to guest needs, seamlessly reinvent experiences and pursue new growth opportunities.



Created as guest-centric, not room-reservation oriented. This unleashes capabilities not possible with a traditional property management system architecture.

The sky's the limit on innovation for Carnival Corp. now. Working with Accenture, the travel leader has begun the first wave of transformation. Case in point: The company has reimagined the embarkation process, creating a simpler, faster and more secure boarding process for guests and crew.

Instead of bringing required documentation and waiting in long lines to board, guests can get OceanReady® prior to departure and complete most steps online or on mobile devices before arrival. When they arrive at the port, guests only

need a quick verification, and they can go right on board. This is a 90 percent reduction in wait time. These verifications used to take as much as 10 minutes. Now they take less than 30 seconds. Security is vastly improved too. The xIoT extends throughout the ship to enable crew tablets to recognize and associate each guest with his/her Medallion to automatically retrieve passenger information as guests approach. This also provides another layer of security. No more relying on email communications or paper documents.

More streamlined experiences continue for guests after they board. Navigating these floating smart cities is much easier. Medallions automatically unlock guests' cabins as they approach. An intelligent navigation system goes beyond point-to-point wayfinding to add guest-to-guest wayfinding across the ship. This not only helps guests seamlessly find their next location, but it also helps them easily locate friends and family onboard. Crew also know where passengers are so they can deliver food, drinks, services—and custom curated surprises—as guests move about the ship.

The experiential intelligence from the tightly integrated guest experience platform is as groundbreaking as the technology itself. By recognizing and analyzing dwell time, movement patterns, guest behaviors and more, Carnival Corp. can be more efficient and effective in providing services, scheduling itineraries, managing staff, and designing future ships. Crew members can deliver what guests want even before they know they want it. This ability to anticipate guests' needs and continuously adapt to serve them is a hallmark of Living Businesses.

If all this weren't revolutionary enough, consider the scale of this undertaking. It is breathtaking. This vision is made a reality thanks to thousands of sensors—about 7,000 per ship—that enable up to 40 million intelligence events a day. Everything has to work for thousands of guests on massive ships sailing in the middle of the ocean. And all within the parameters of a multitude of maritime regulations and international laws. In all, it is a true study in conquering complexity, which became the focus of Accenture's partnership.

An ocean of possibility

Ocean puts Carnival Corp. at the forefront of guest experience. Because the xIoT platform is always learning and getting smarter, the company has only scratched the surface on potential here. The initiative will continue to evolve, fed by a raft of newfound Experience Intelligence™ as well as by Carnival Corp.'s commitment to exceed guest expectations and support continuous innovation.

ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions — underpinned by the world's largest delivery network — Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 469,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

REFERENCE

¹ Brooks Barnes, "Coming to Carnival Cruises: A Wearable Medallion That Records Your Every Whim," January 4, 2017, retrieved on September 6, 2018 at <https://www.nytimes.com/2017/01/04/business/media/coming-to-carnival-cruises-a-wearable-medallion-that-records-your-every-whim.html>