



REIMAGINING GUEST EXPERIENCES ON THE HIGH SEAS WITH CARNIVAL CORP.

VIDEO TRANSCRIPT

How do you build a transformative customer experience?

Start with one of the largest experience companies in the world.

Carnival Corporation is the world's largest experience enterprise. We have over 100 ships spanning nine brands, sailing to over 740 destinations, trains, motor coaches, lodges spread across Alaska, ports, port of calls and private islands.

A Global Ocean Guest Experience Platform

Add guest with increased expectations, looking to make the most out of their vacation.

Introducing: The OceanMedallion

The OceanMedallion is essentially a communication device. And the OceanMedallion connects the guest persistently to the ship or any of our experience environments all the time, 100% of the time. So it allows every guest on vacation to be a part of an ecosystem that we leverage to maximize that guest experience. And the strategy was to create more personalized vacations, that are more simple and immersive.

Each ship has over 7,000 sensors, 4,000 portals, and a huge computing stack connected through

satellites to the cloud.

Synchronized across the globe.

To personalize every guest experience.

Our focus is to make sure that these human interactions are special, and we give our team members and crew members the latitude to create special moments with each and every guest, so that personalization is genuine, not programmatic or systematic.

So when we think about a cruise ship at scale with over 3,000 guests and a couple of thousand crew members, to be able to deliver personalization that could previously only be delivered on a small scale at some of the yard class cruise ships, you just create a value. And that's the secret, kind of not so secret, behind the OceanMedallion: which is by connecting each individual to us in our experience platform, we can deliver on your needs once in desires, without you even having to ask. And we think that surprise and delight of persistent focus is a huge game-changer.

The key ingredient...working with Carnival's premier innovation partner.

Anytime I have pursued an innovation strategy with a variety of different enterprises, Accenture



is the first call I make. And the reason is that Accenture has a breadth of capabilities and depth of capabilities spanning the globe. Within 24 hours, I can have anyone, anyplace of any discipline working on the strategy to guarantee success. They think multi-dimensional, because Accenture is multi-dimensional.

And that's how you build a transformational, global customer experience.

For more information on how you can build a transformational global customer experience, visit www.accenture.com/CarnivalOcean.

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