The Role of Data Science in Elevating the Guest Experience and Delivering Hard ROI

Alvin Stokes – VP Global Guest Reservations, Service Operations & CRM

"Data Sucks.

– Michael Scott

...But Let's Challenge The Status Quo

> **Day 1: Our 10 Figure CX Investment Should Be Delivering 100's of Millions More in Revenue and Value**
>
> – Princess President

Symptoms

20k backlog of executive escalations

Budget overruns

The Right Kind of

R O I

Rapid   Outcome   Identification

Focus

Princess Medallion

Ubiquitous Connectivity

Universal Participation

Unlimited Application

Medallion delivered the ability to utilize billions of ON-SHIP interaction data points to provide an unmatched personalized experience

Ocean Ready

Location Services

Crew appreciation birthdays, celebrations
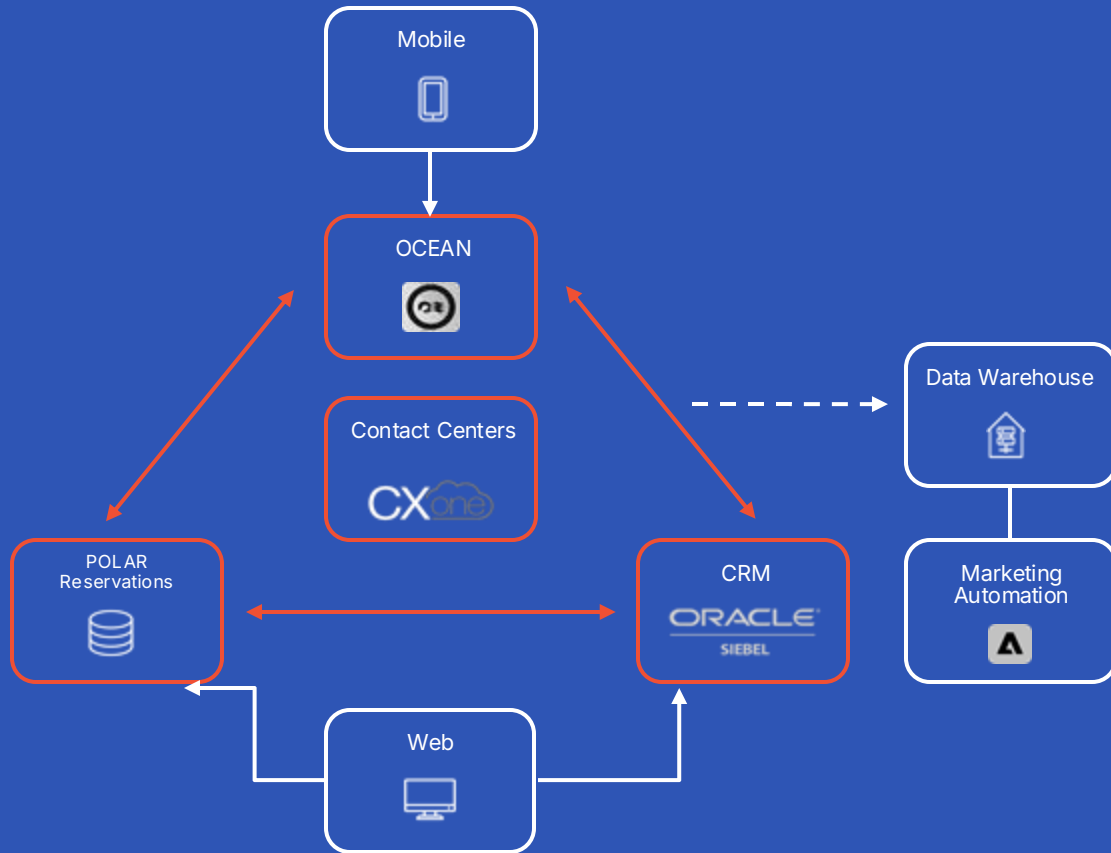
Food & Beverage delivery anywhere, anytime

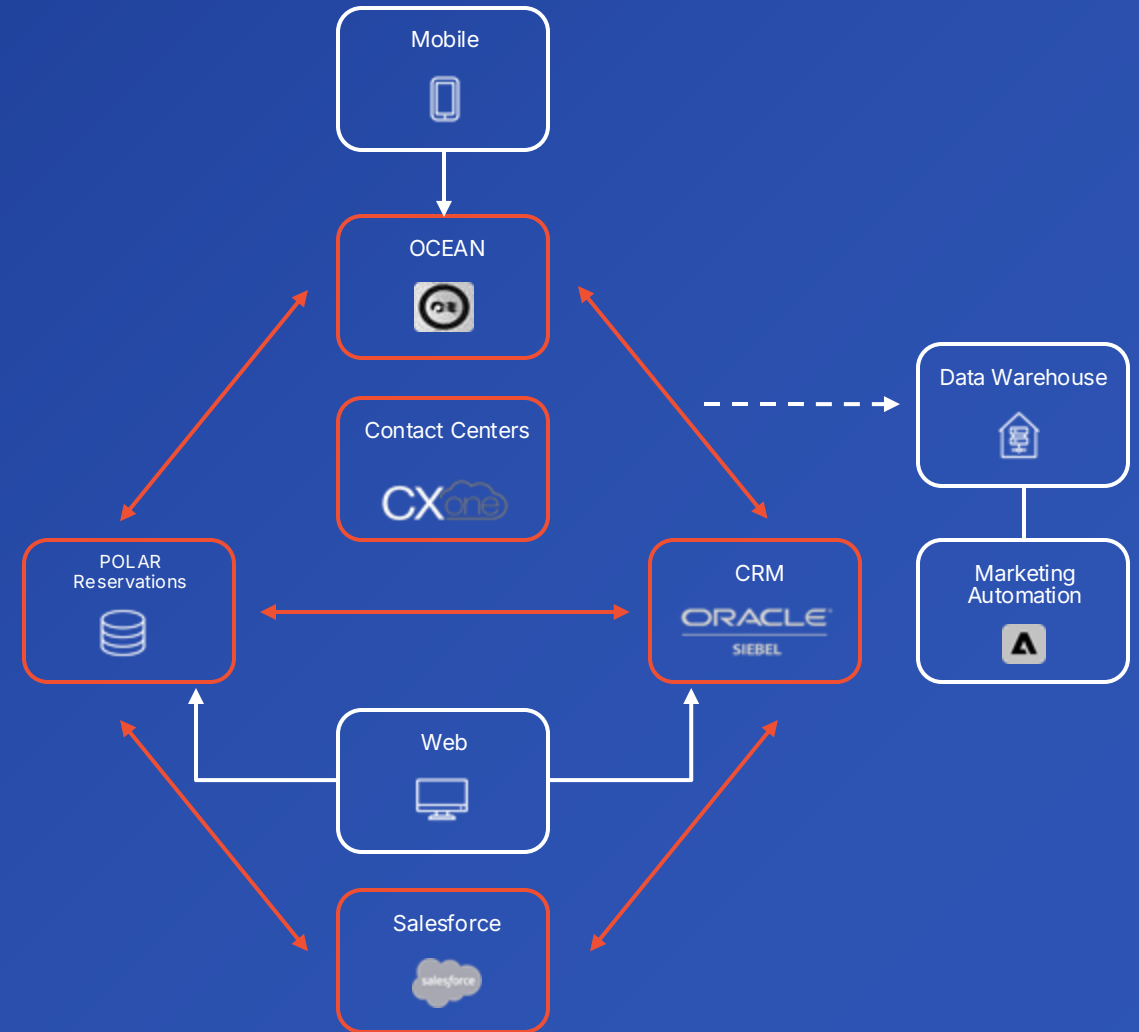While onboard our data flowed flawlessly....

Connectivity with all off-shore systems caused huge customer experience problems

Triangle of Death & Rhomboid of Ruin

Our onboard experience was world class but...

Pre-Cruise Experience

Post-Cruise Experience
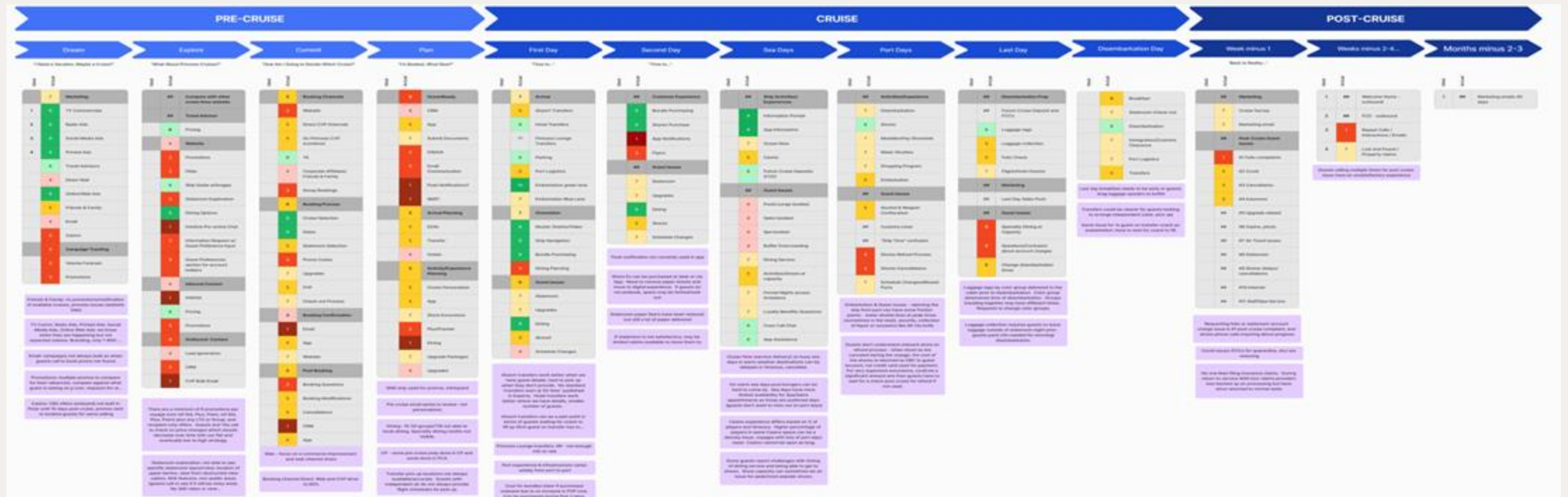
We faced rough waters due to...

Not focusing on the before and after

Siloed people, process and technology

We let the experience get too complex

Leaving many of our guest feeling frustrated...

...and lost

The Myths

Our data quality is not affecting revenue

Our CRM & CDP will solve these issues

Our team can manually fix this

We have an accurate measure of our KPIs.

This is a temporary issue.

Fixing this is too complex and costly.

Call Center Impacts

Pain Points

Long Call Duration

High Call Volume

Lack of Issue Visibility

Can't Resolve Guest Problems

Incomplete & Unsynchronized Data

Strategic Direction

Proactively identify and address existing guest data issues to prevent the calls from ever happening.

Provide Agents with tools and information to solve problems at point of interaction.

Resolve guest data integrity issues through automated solutions to improve Ocean readiness.

15

Cruisers Love to Eat—But Dining Data Was Holding Them Back.

We built a top-tier dining team, but **manual processes** and **data quality issues** led to reservation headaches.

The MegaMap revealed:

- 500+ process steps across 8 teams
- 25 opportunities for improvement
- Critical data gaps affecting reservations
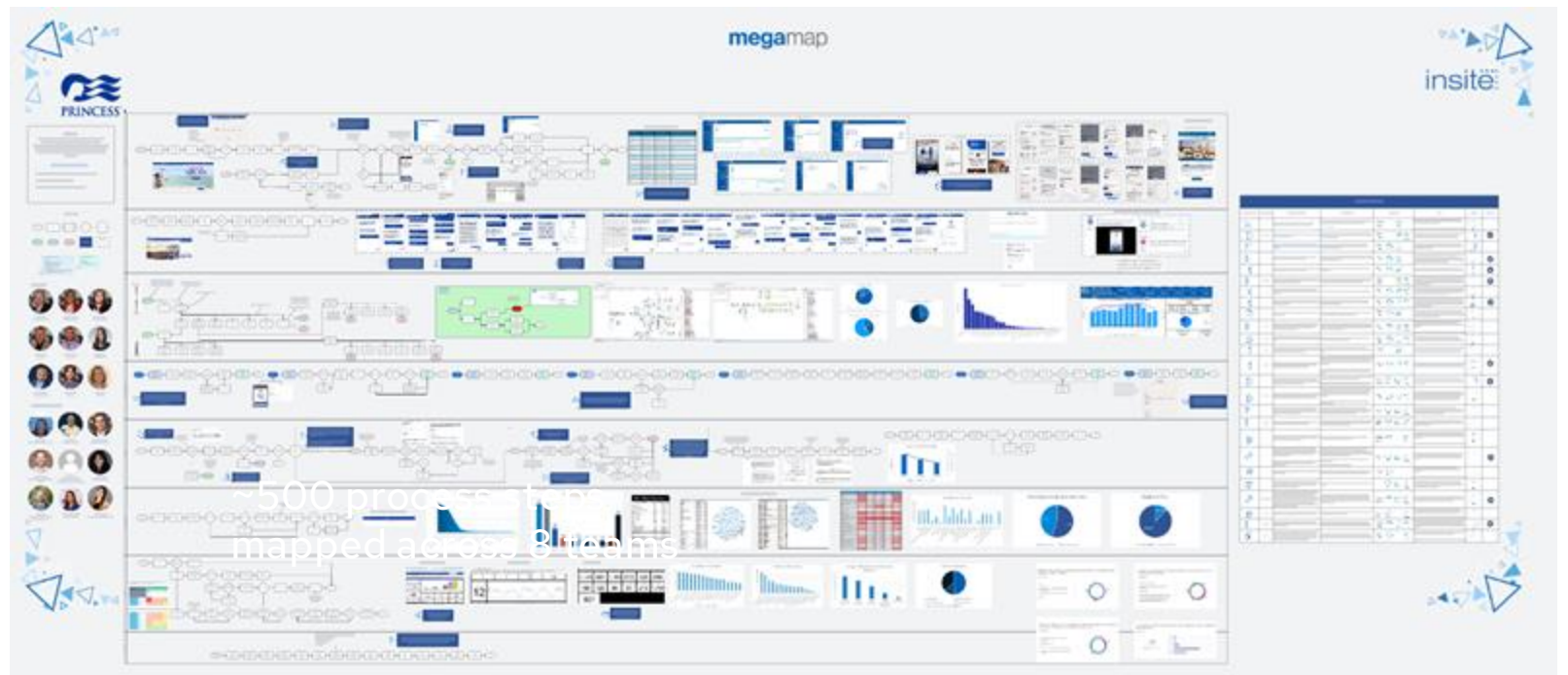
Guest DNA Behavioral Indexing Unlocked Massive ROI
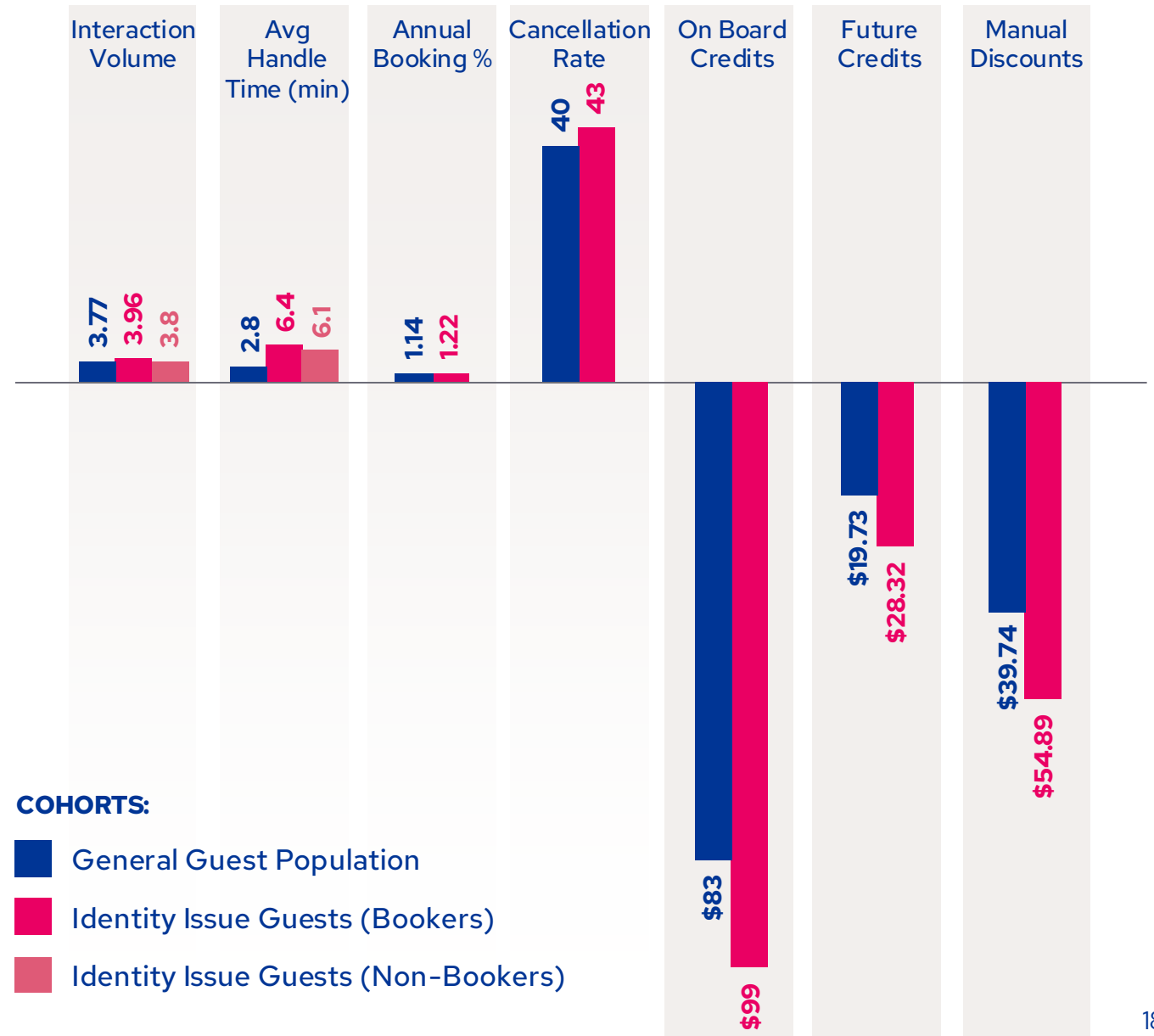
19%
Reduction in 2025 annual budget

$6.3M
Cost savings from cancellation & manual discounts reduction

$8.3M
Revenue growth from increased bookings

How we future proofed our data quality:

- ✓ Data remediation
- ✓ Real-time data resolution at the point of interaction
- ✓ New white glove guest "success team"
- ✓ Automate data quality process

Chart categories and values:

Category	General Guest Population	Identity Issue Guests (Bookers)	Identity Issue Guests (Non-Bookers)
Interaction Volume	3.77	3.96	3.8
Avg Handle Time (min)	2.8	6.4	6.1
Annual Booking %	1.14	1.22	
Cancellation Rate	40	43	
On Board Credits	$83	$99	
Future Credits	$19.73	$28.32	
Manual Discounts	$39.74	$54.89	

COHORTS:
- General Guest Population
- Identity Issue Guests (Bookers)
- Identity Issue Guests (Non-Bookers)
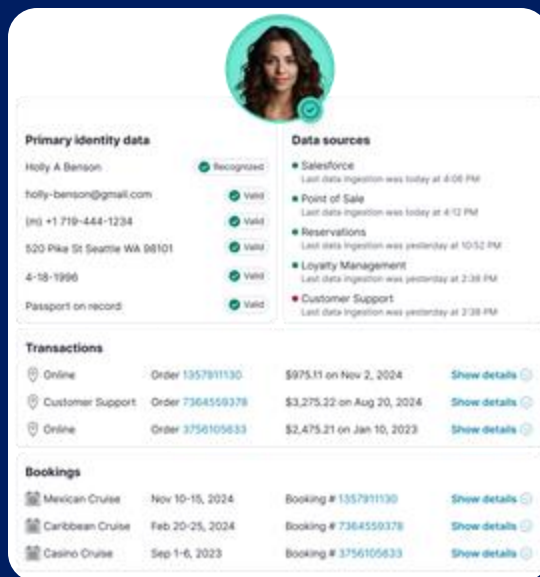
How We Won With harpin AI

Our investment in harpin AI improved our data quality at scale, directly impacting call center, operations and marketing.
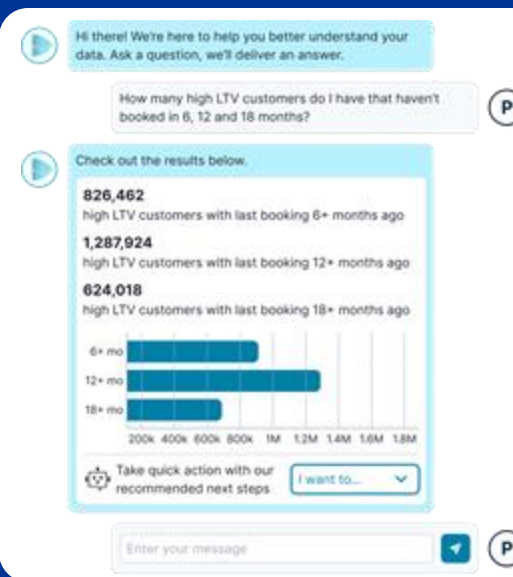

Observe

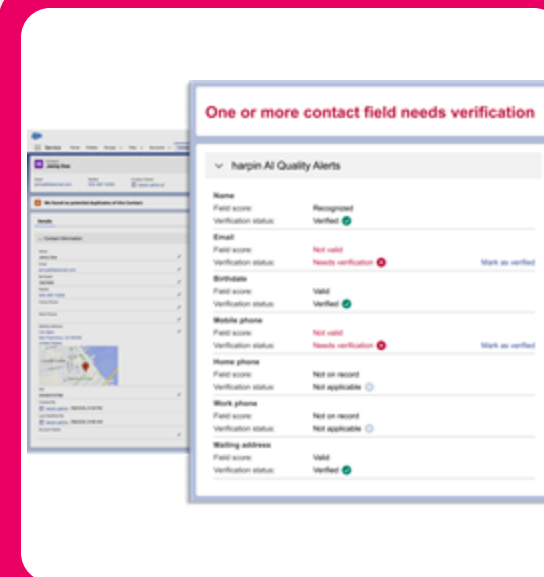Real-time data monitoring and alerting to detect risks, root cause and anomalies

Resolve

Efficiently and accurately improve the quality of data, in real-time

Answer

Test hypotheses and unlock value by getting answers to key questions

Action

Unlock proactive decision making to drive business outcomes with confidence

The Right Kind of ROI Focus Leads to the Real

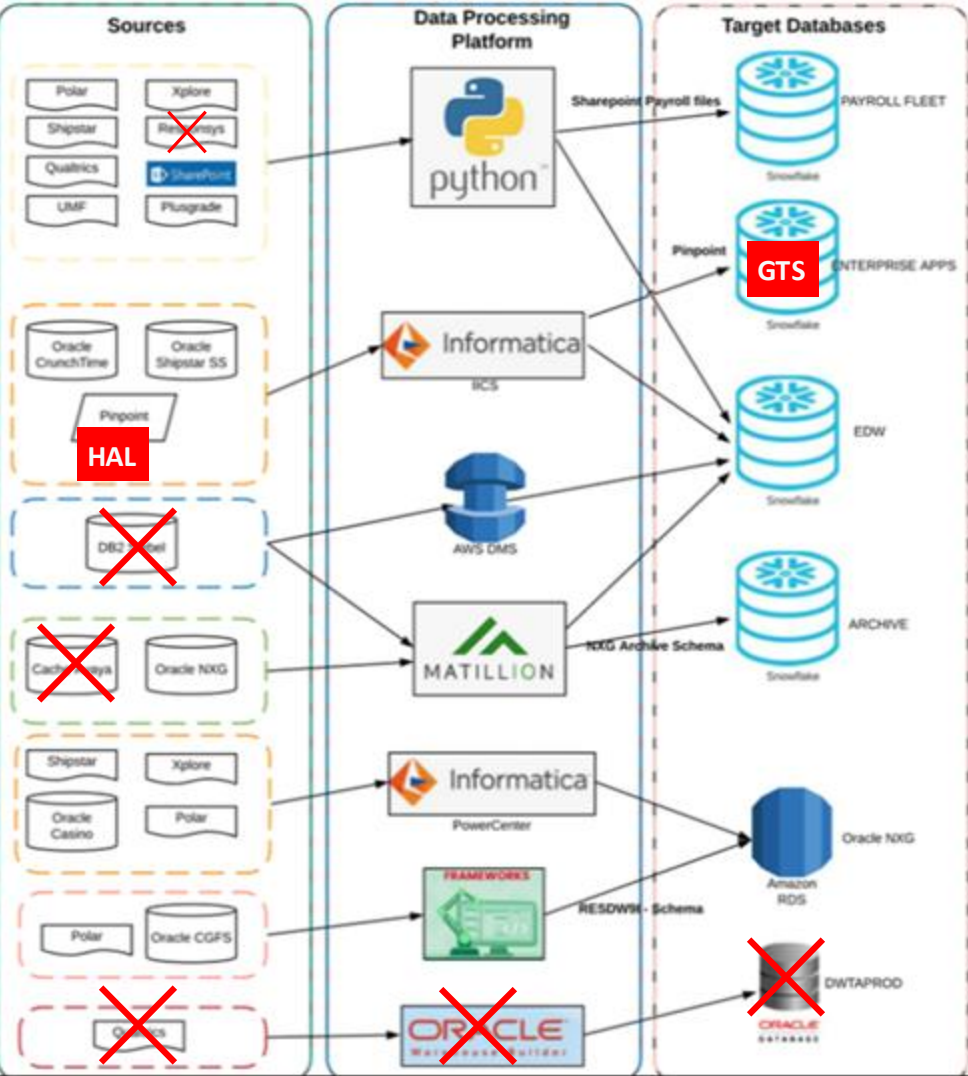**R** Return

O On

I Investment

Questions?
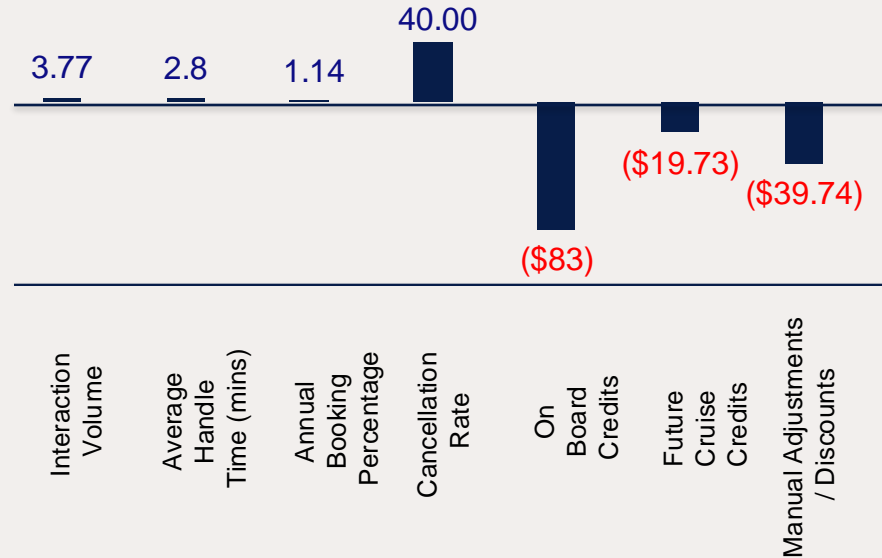
APPENDIX

Decommission, Expansion, Consolidation
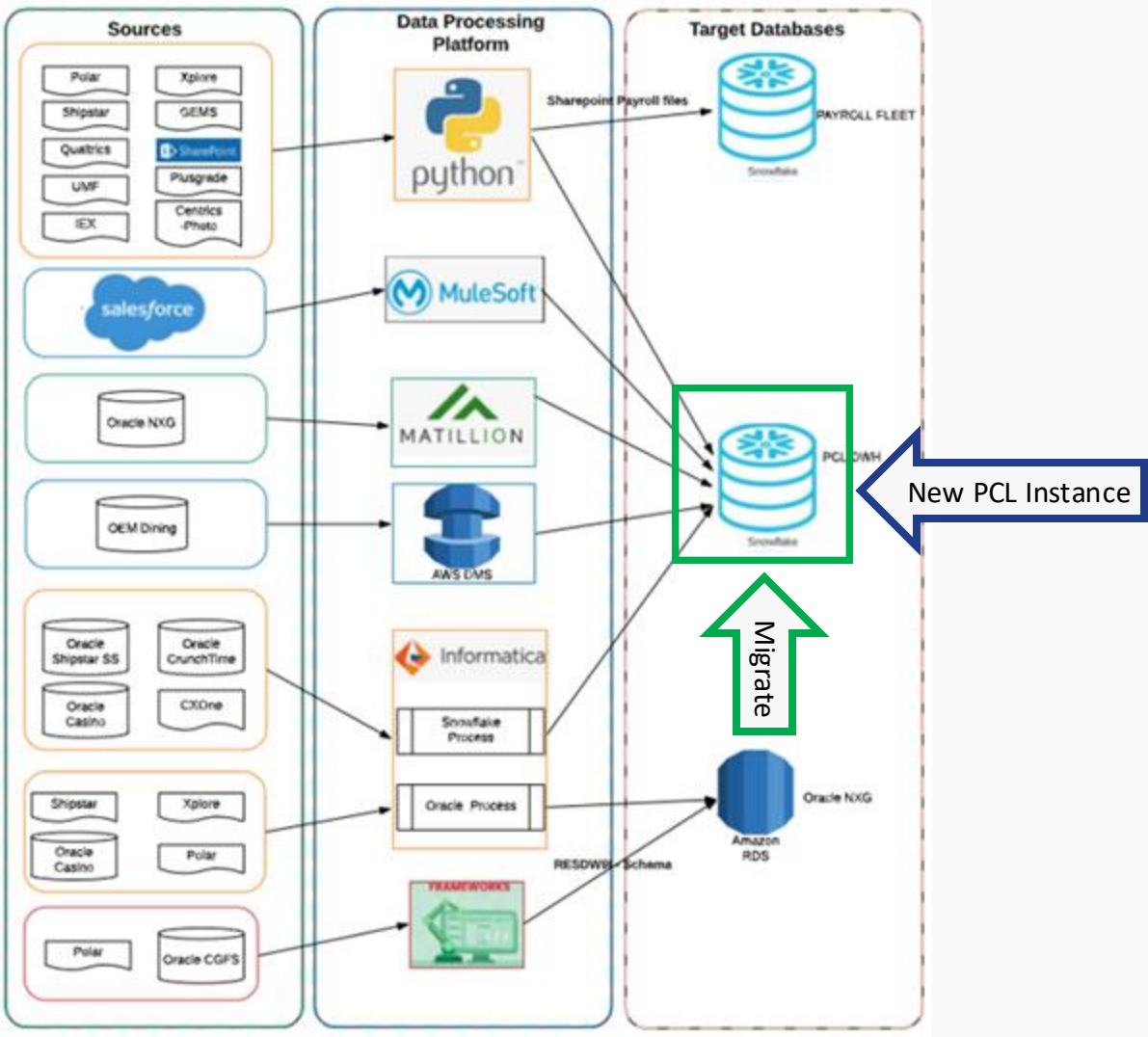
Guest DNA Behavioral Indexing – OPPORTUNITY OF FUTURE PROOFING IDENTITY GUESTS (FULL YEAR 2023)

General Guest Population

Interaction Volume	Average Handle Time (mins)	Annual Booking Percentage	Cancellation Rate	On Board Credits	Future Cruise Credits	Manual Adjustments / Discounts
3.77	2.8	1.14	40.00	($83)	($19.73)	($39.74)

Identity Issue Guests

3.96	6.4	1.22	43.00	($99)	($28.32)	($54.69)

139K BOOKERS

| 3.8 | 6.1 | - | - | - | - | - |
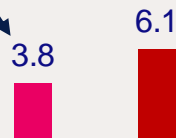
1.16 Million NON -

BENEFITS

TOTAL POSSIBLE IMPACT: $16.9 MILLION / 2023 Guest Cohort

By comparing our identified Identity Sub-groups to historical behaviors of the general guest population we have quantified possible annual impacts (based on correcting identity issues in real time and managing with new personalized agent experiences)

- **$1.75 million** improvement in reduced discounts (OBC, Manual adjustments, FCC)

- **$4.55 million** improvement through reduced cancellations

- **$8.35 million** annual improvement in new bookings

- **$904 K** in cost savings due to reduced interactions

- **$1.3 million** in cost savings due to reduction in average handle time (easier call complexity)

Data Quality Issues result in $13 to $18 Million in Annual Costs

Our investment in Harpin AI will improve our data quality at scale, directly impacting call center, operations and marketing.

STRATEGY 01

Remediate all old quality issues with identity

STRATEGY 02

Real-time data tools at point of interaction

STRATEGY 04

Establish data quality process automation

STRATEGY 03

Add new White Glove success team

Our plans to Win/Achieve results through the use of new tools, CRM, and enhanced call center management:

1

Data Remediation

- Process 58 Million Siebel customer data records through Harpin data repair tools.
- 4.8 million records have data quality, integrity issues.
- 650,000 records will be resolved by end of Nov.

2

Real-Time Data Resolution at Point of Interaction

- Omilia IVA partnership to embed Harpin identity verification / validation tool.
- Embed Harpin alerting and monitoring tools into Salesforce.
- Alarm system recognizes all potential issues and forces agents to take action to correct in real time.

3

New white glove guest "Success team"

- Elite CVP's and Service Agents will provide hyper-care throughout their lifecycle to ensure we maximize revenue, reduce cancellations, reduce excess interactions and remove friction

4

Automate Data Quality Processes

- Relevant guest facing systems connected with common APIs to synchronize identity records.