NETSCOUT

Ensuring Seamless Passenger Connectivity is Key to Growing the Business

NETSCOUT observability across global cruise operator's fleet empowers passengers to become powerful marketing influencers, delivering a competitive advantage

OVERVIEW

The Challenge

Limited visibility into application and network performance across a globally distributed fleet of ships.

The Solution

Deployed NETSCOUT's packet-level observability to monitor onboard services and troubleshoot issues remotely.

The Results

Reduced mean time to resolution (MTTR) by 70% and ensured uninterrupted guest experience and operational continuity.

Customer Profile

This international cruise company operates a fleet of luxury liners that travel around the world bringing tens of thousands of travelers to hundreds of vacation destinations across nearly every continent. In addition to offering first-class accommodations and world-class entertainment, these well-appointed ships are equipped with the latest wireless technologies, keeping passengers connected no matter where they anchor or even while traversing the high seas. This has helped the company earn top cruise line honors from prestigious travel industry publications.

NETSCOUT's observability solutions have played a key role in enabling the company to ensure the best passenger experience, which in turn delivers a competitive edge.

The Challenge

Today's modern cruise liners are enormous. Essentially, they are floating cities with extensive networks that rival medium-sized businesses. And like cities, the passengers onboard rely on flawless connectivity. In the case of a cruise ship, this connectivity is essential for opening cabin doors with mobile phones or tablets, making dinner and destination reservations, and engaging in onboard purchases. Perhaps most important of all, passengers are constantly posting pictures of their experience on social media, and making video calls with friends and family. This high volume of sharing is a tremendous, free marketing tool for the company in a highly competitive sector.

However, when passengers and crew are unable to connect seamlessly connect, the passenger experience is put at risk. And because customers are the best marketers for the business, any complaints about poor internet connections can cause reputational and brand loyalty damage, can harm future bookings, and lead to loss of revenue.

If problems aren't pin-pointed and resolved quickly, future booking can be at stake, brand loyalty harmed and revenue impacted. For the company, security can also be at risk, leading to potential compliance consequences, such as regulatory fines.

This highlights the importance of having observability across the entire network – from ships to land to the cloud – in order to fix issues quickly. Customer satisfaction is on the line.

Solution in Action

The cruise ship company turned to NETSCOUT® to achieve observability across its entire network environment. NETSCOUT's approach is superior because it gave the company the ability to see everything happening on the network in real time without relying on pieced-together data. This empowered teams with faster, clearer insights to find and fix issues before they impact passengers.

NETSCOUT allowed the company to see if problems were occurring aboard the ship or if a third-party provider was the source. Having this kind of actionable intelligence made it possible to solve problems more quickly – often times before passengers were even aware of the issues. With NETSCOUT observability, the cruise line has reduced downtime, improved third-party accountability, and protected revenue by ensuring an excellent guest experience.

The Results

As a result of NETSCOUT's observability solutions, the company can be certain the entire customer journey is flawless. Instead of constant worries over disrupted access to applications used by passengers throughout their stay onboard the vessel – and potential disruption to the customer experience - NETSCOUT enables problems to be quickly identified and rectified before passengers are inconvenienced.

This advanced observability means when a passenger boards the ship, they are able to open their cabin door with a convenient app. The guest can make dinner reservations, and check entertainment schedules for shows and other activities. This person can make credit card purchases through their mobile app and book future voyages with ease. Perhaps most importantly from the cruise line's perspective, this passenger can easily post a constant stream of photos and videos of their adventures and share their excitement to social media feeds and accounts, providing invaluable free marketing and promotion for the business. In this way, the passenger becomes a highly-trusted influencer, connecting with friends, family and followers.

Now multiply the impact of this passenger by 3,000 per voyage and the importance of keeping networks up and running without delays or disruptions is obvious. The potential for bottom-line growth is significant.

In the end, making sure passengers have a seamless experience throughout their entire cruise is the most important mission for this company, and having NETSCOUT observability is at the heart of their success. It allows them to turn customer experience into a competitive advantage. And it is certainly a major factor in their numerous industry customer satisfaction awards, including awards for best entertainment, best onboard activities, and best overall cruise line.

A further indication of the business value of NETSCOUT's observability solution is that after using it on all of its largest vessels, the company is now installing it across the entire fleet. The ROI is undeniable.

LEARN MORE

For more information about NETSCOUT solutions visit:

www.netscout.com

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