

Looking for an easy way to optimise your cruise enquiries and turn “lookers” into bookers? Amadeus e-Cruise platform has been designed to deliver productivity and efficiency right from the initial information search through to closing the sale and post-sales admin.

Regardless of whether your customers choose to book over the telephone or online, e-Cruise offers a single, easy to use platform where a wide variety of accurate information is right at your fingertips.

The travel industry has never been more competitive than it is today. Against this backdrop is the reality of diminishing commissions and challenging profit margins. Travel businesses everywhere are looking to sharpen up their competitive edge. The cruise sector is still one of the travel industry’s great success stories, and pays some of the highest commissions. Amadeus e-Cruise can help you make the most of this exciting opportunity.



For you

Agency Booking Engine

The Agency Booking Engine and Agency Booking Centre offer you the perfect toolkit to help grow your cruise sales. Take a look at what is included and imagine how it could benefit your business:

Lead management: automatically routes sales leads back to agents so not a single sales opportunity is lost.

Negotiated Fares: enables side-by-side comparison of agency specific negotiated fares by cabin category.

Yield management: displays detailed price breakdowns including agent commissions and profit margins to help ensure maximum yield.

Customer profiling: customer name, contact details, birth date and more can be stored for use in direct mail marketing programmes.

Payment and invoicing: essential payment tools streamline deposit information, final payment processing, agency cheque, credit card transaction process and automated invoicing.

Agency Booking Centre

Consumer Activity Reports: improve market insight and target promotional spend more effectively with instantly available statistics on customer activity (online).

Productivity Reports: easily generate comprehensive and informative sales activity reports by cruise line; destination; group booking reports; promotional booking reports; call centre productivity reports and commission reports.

Document management: create up-to-the-minute tracking, print queue and document shipping reports.

Accounting Reports: provide you with agent productivity reports and general booking statistics.

For your customers

Customer Booking Engine

The Booking Engine offers your customers all the information they need to plan a cruise including booking online should they choose to. Look to see how it helps customers find the right information to help you close the sale:

Powerful Search Tools: search for a cruise in real-time using price (low to high), departure date, length of cruise, cruise line, ship, itinerary, type of cruise, departure port, star rating and more.

Rich Graphical Content: informative multimedia content (maps, photos, plans and 360 degree views) gives customers a real taste of their trip.

Side-by-Side Cruise Comparison: compare up to 12 sailings on one screen, or choose a more detailed comparison of 5 cruises.

Promotional and merchandising tools: customise screens by creating and highlighting special promotions and other offers.

Fast, easy, 3-step booking process: as soon as a cruise is selected, the booking can be made in 3 simple steps.

Up-sell and cross-sell: automatic, dynamic prompts for cabin upgrades and excursions can be configured to provide everything your customers need.



Compare up to 5 cruises in detail on a single screen



Interactive ship, deck and cabin plans help you sell

Five reasons why Amadeus e-Cruise is a five-star solution

1. Convenience

Using the Agency or Consumer modules, e-Cruise takes the time out of searching for the best match for your clients. Select up to 5 cruises for an easy, single screen comparison of price, ship statistics, port information and much more.

2. Itinerary maps at your fingertips

You won't need to look for cruise itineraries anywhere else with over 10,000 maps to choose from.

3. Bring the cruise experience to life online

Your consultants and customers will find it easy to match their needs with the right cruise and product thanks to the 360 degree views of cabins; interactive deck plans; ship information including webcam links, video clips and more.

4. Online brochure of ports of call

Amadeus e-Cruise provides a virtual brochure for each port of call including weather, shopping, interesting facts and much more.

5. Not a single lost sales opportunity

Along with hyperlinks that enable consultants or customers to view other decks and cabins (making up-selling easier), e-Cruise tracks each enquiry to help you clinch the deal. A unique reference number appears at the bottom of each screen on the consumer booking site, so if your customer has a query or wants to talk to someone about their cruise, all they need do is quote the reference number. Then your consultant can retrieve the booking and carry on from where the customer left off.



Destination information comes to life with photos, 360 degree views and videos



Easily take over a booking that was started online for optimum customer service and sales

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It couldn't be easier to benefit from a cutting edge cruise booking experience – so get on board with Amadeus e-Cruise Platform today.

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Your technology partner