

Amadeus optimises Carnival UK's booking process

How do you manage the travel arrangements of passengers from the UK and crew from three continents joining a cruise ship in the Caribbean? Until recently Carnival UK, the most popular cruise group in the UK, was relying on an external partner for travel reservations and handling bookings via two separate in-house applications. This led to inefficiencies and sometimes manual errors. Consolidating the reservation process into a more efficient system and integrating it seamlessly with the mid and back office became urgent needs for Carnival UK.

In brief

The challenge

- › Better control of scheduled and charter air costs
- › Simplify travel arrangements
- › Streamline booking processes
- › Manage several interdependent projects within a short timeframe

The solution

- › GDS switch to Amadeus
- › Customised point of sale solution based on Amadeus Selling Platform (Vista) with Value Pricer
- › Configured mid & back office system based on Amadeus Agency Manager (ACE) integrating all types of air bookings
- › Amadeus supplied ADSL connectivity

The results

- › Higher productivity
- › Lower operational costs
- › Detailed air cost analysis
- › Improved air spend control
- › Improved management information
- › Even better customer service



We chose Amadeus as they quickly understood our business model and proposed creative solutions, with a flexible approach to development and the desire to meet our timeline.

Linda Scard
Customer Services Director, Carnival UK

The challenge

As the UK's largest and most popular cruise provider, Carnival UK was keen to respond to growing demand for cruise holidays in conjunction with air travel. However, expanding their offer was not possible without improving their overall business efficiency. Carnival UK uses two different in-house booking systems, one for their customers' cruises and the other for their crew deployments. This meant that many activities were handled manually, which was time-consuming and prone to errors. In addition, Carnival UK was planning to change its Global Distribution System (GDS) used to book their customers' and crew's flights to join their ships.

As such Carnival UK looked to Amadeus for a way to have more control over, and to automate the entire process, as well as to bring Bank Settlement Plan (BSP) reconciliation in-house. To add to the challenge, Carnival UK was working to a very short timescale for the GDS implementation: 8 weeks from start of supplier selection to going live. Another key issue was the interdependency of the various project teams: in parallel to the GDS switch, Amadeus had to specify mid office business needs as well as build and deliver a front to back solution integrating their primary accounting system.

The solution

Amadeus consultants developed the scripts and Carnival UK developed the direct interfaces between the Amadeus GDS and its four key internal systems - reservations, crew management, finance general ledger and mid office. Amadeus built a customised point of sale solution with a clearly defined service package based around Amadeus Selling Platform.

In order to meet Carnival UK's mid and back office needs, the consultants implemented specific functionalities from Agency Manager such as Quality Control and BSP Matching, as well as enhanced Management Information. The project team then fully integrated this solution with Carnival UK's primary accounting system, Oracle Financials. Importantly, this new application is hosted at the Amadeus Data Centre in Erding, Germany, providing significant efficiency, reliability and security.

The implementation

"Having teams from London, Nice, and Miami, meant a complex project structure. Despite this, the Amadeus development teams were very capable and we had great support as the right people were used at the right time. In addition, Amadeus consultants provided us with an excellent training programme and the PNR migration prior to going-live went really smoothly." Haydon Williams, IT Director, Carnival UK.

An Amadeus project team assessed Carnival UK's business processes and reviewed the requirements of the cruise group's customer service, fleet personnel and IT teams. Amadeus developed the customised point of sale solution whilst Carnival UK performed the customer acceptance testing. During the Agency Manager configuration and implementation, the Amadeus project management team designed and delivered a comprehensive user training programme. In addition, the team configured Carnival UK's private database in the Amadeus Data Centre environment. On Go Live day, Amadeus UK successfully migrated over 99% of both Carnival UK's customer and crew PNRs to Amadeus.

The project was managed jointly by Carnival UK and Amadeus. "The strong project management skills of the Amadeus teams ensured the delivery schedules were met at each stage." Linda Scard, Customer Services Director, Carnival UK

The results

The customised point of sale platform together with the mid and back office solution, means that Carnival UK now has the flexibility to respond to its customers' and crew's complex travel requirements.

Carnival UK's consultants have real-time connectivity to the reservation system, enabling them to generate all scheduled air bookings via Selling Platform. The tight integration with Agency Manager avoids the need for manual intervention; the dataflow is totally seamless without errors thanks to functions like automatic invoicing after ticketing. The measurable business results in all key processes are:

- > Significant increases in productivity and revenues
- > Consistent workflows supporting sales objectives
- > Even better customer service
- > Reduction in operational costs

"The partnership approach and high flexibility from both sides made this project a great success" Linda Scard, Customer Services Director, Carnival UK



To get the job done in three months is a fantastic achievement and is a testimony to the excellent team work & cooperation between several different departments within Carnival UK and Amadeus.

Linda Scard
Customer Services Director, Carnival UK

About Carnival UK

Carnival UK is part of Carnival Corporation & plc, the global cruise company comprised of the leading cruise operators in North America, Europe and Australia. Based in Southampton, Carnival UK has approximately 900 employees shore side, operates a fleet of 29 ships from six leading brands including P&O Cruises, Princess Cruises, Cunard Line, Ocean Village, Swan Hellenic and The Yachts of Seabourn - and accommodated almost 1 million passengers last year.

Amadeus s.a.s
485 route du Pin Montard
Les Bouillides - BP69
06902 Sophia Antipolis Cedex
FRANCE
Tel.: +33 (0) 4 92 94 60 00
Fax: +33 (0) 4 97 23 05 68
www.amadeus.com

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