

PRM OR CRM:

# When cruising it's PRM all the way

What CRM is to business, PRM is to cruising. But just what is PRM?



According to the leading onboard communications specialist Maritime Communications Partner, who by the way coined the term Passenger Relationship Management, PRM is the process implemented by a ship to handle its contact with its passengers.

OK, so it's not too far from the Wikipedia definition of CRM, but take a closer look and you will find that PRM is a whole different kettle of fish.

"There are recognized similarities but also considerable differences between CRM and PRM," says Rayner Bronstrup, Senior Vice President, Sales and Marketing, MCP.

For instance, CRM nurtures customer relations over a long period of time, from several months to several years, whereas a cruise ship has a couple of days, maybe a week.

Passengers board a ship for seven days, or perhaps seven hours and then disembark. There is an extremely short period to establish passenger relations, make a good impression and get their revenue before they leave the ship.

Land-based service enterprises have extensive customer knowledge and form individualized relationships, with the aim of improving customer satisfaction and maximizing profits, over a long period of time.

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Rayner Bronstrup  
MCP's Senior Vice President  
Sales and Marketing



Unfortunately, cruise operators have limited information about the habits of their most recent customers, often lacking sufficient detail to match customer/passenger needs with on-ship products and services.

"The majority of cruise ships have no "360-degree view" of the passengers to make informed decisions that produce quantifiable results and provide them with the highest level of service," says Bronstrup.

Cruise operators must establish a close passenger relationship in a very short time. According to Bronstrup, first impressions help maintain a solid connection with the passengers throughout the entire cruise.

"Passenger relationship management is like a date. You have to focus on the 'now', make a solid good first impression and get the contact needed to take the relationship to the next level. Cruise ships combining the short-term PRM strategy with the right channels will have no problems in establishing constructive passenger relations."

## BUILDING PRM THROUGH MOBILE MESSAGING

MCP's newest service, PinPoint Messaging™ is the ultimate Passenger Relationship Management builder, believes Bronstrup. The service bundles wireless technology with savvy onboard marketing, creating intelligent and relevant customized messaging and communications to each passenger via mobile phones, SMS and display.

The mobile channel reaches passengers - anytime and anywhere. Capitalizing on this opportunity requires an understanding of mobile and marketing basics, from devices and networks to passenger demands.

The service is soft and friendly. Upon arrival ship passengers 'opt in' by agreeing to receive onboard messages. And they can 'opt out' at any time, making this tool a service-friendly travel experience," maintains Bronstrup.

The majority of cruise operators have limited analytical shipboard data on the insights, trends, patterns and habits of new passengers. But PinPoint Messaging™ is about to change this.

The service provides passengers with the most comprehensive content and ship information on their handheld display. Passengers will be encouraged to provide feedback on their needs, decisions, and even emotions. Mobile and text options show passengers that you are listening and want to provide them the desired cruise experience on their terms.

PinPoint Messaging™ improves services provided directly to passengers and gives cruise operators real time passenger data for targeted marketing, sales and information purposes.

"The service can poll passengers to secure first-hand information about ship activities or services. The return channel is key and instrumental, and a major differentiator over other marketing channels used by cruise liners," says Bronstrup.

PRM is all about keeping your potential and existing passengers happy. With MCP's PinPoint Messaging™ service, cruise ships can offer their passengers a channel through which they can receive value adding information and services, and also provide valuable feed-back to you.

## INCREASED PRM AND ONBOARD REVENUE

PinPoint Messaging™ assists cruise ships to improve revenue, special ship offers, and shipboard activity management by optimizing information shared by multiple passengers and employees, and streamlining existing service processes.

For example, passengers can receive a message, "Would you like to reserve a place at the Captain's table this evening or take part in tomorrow's shore excursion?" And then they can use their mobile device to respond, making a reservation that brings added value to their cruise vacation.

PinPoint Messaging™ enables cruise operators to set-up, run and manage their mobile ship promotional or marketing efforts. With its easy-to-use web-based interface, mobile campaigns can be launched in minutes. And passenger response can be monitored.

This information is invaluable when creating targeted campaigns, properly prioritizing passenger demands, recognizing and acting on promotional opportunities, and optimizing sales and service processes.

PinPoint Messaging™ improves passenger satisfaction and maximizes profits by identifying the most profitable passengers and providing them the highest level of service.

"The passengers mobile phone is about to become a handheld information and entertainment center. And the implications for cruise ships are potentially large. The mobile phone is positioned to become the dominant marketing platform for cruise ships," maintains Bronstrup.

## PinPoint Messaging™

- securing first-class Passenger Relationship Management

Mobile marketing benefits cruise operators in multiple ways. It provides a personal connection and is a vital information source that passengers will appreciate.

A classic PRM solution, PinPoint Messaging™ allows a ship to send mobile messages to its passenger base. The efficiency of marketing is increased by using passenger information to create a unique dialog with each passenger segment.

### KEY BENEFITS

- Drives new revenue
- Allows real-time passenger dialogue
- Enables simple and cost-effective creation of customized promotions, activities or campaigns
- Targets information messages in accordance with passenger profiles, time and context
- Can be personalized
- Detailed tracking and reporting
- Passengers receive messages anytime and anywhere
- Non-intrusive: ship passengers can choose to 'opt out' at any time

