Globant

Creating a smart venue on the high seas

How Royal Caribbean has used technology to create once in a lifetime guest experiences



Introduction

The chance to visit unforgettable destinations and enjoy life on the high seas – there's a reason millions of people love to go on cruises. The cruise experiences of today, however, are increasingly being driven by technology. From app-based tools to help the guest manage many aspects of their cruise vacation to viewing the action on the bridge in real time, new technologies are now the backbone to enabling people to have a more enjoyable time on board.

In 2017, Royal Caribbean Group and Globant started working together with a goal of developing new technology-driven guest experiences. The team grew rapidly to over 100 Globers in just three months, eventually rising to nearly 400 individuals. Since then, we've collaborated on over 20 different products. These include a mobile app that guests use to manage their cruise vacation, online check-in, and the systems and services that employees use to track guest itineraries and handle customer requests.

We're proud of the close partnership that we've created between Royal Caribbean Group and Globant, and we've played a key role in the design and development of innovative products and services. We have participated in Royal Caribbean Group's hackathons, turning ideas into new products over non-stop days of hacking.

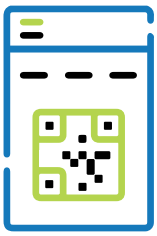
This is the story of how we've partnered with Royal Caribbean Group to leverage technology to enable digital transformation, digitizing the guest and crew experience. Their ships are now blending both the physical and digital to create unique experiences.



Creating a “smart venue” on a cruise ship

To transform the cruise experience through digital requires a multi-faceted approach. Recognizing this, Royal Caribbean Group began a multi-year transformation journey. From early on, Globant has been a core partner. To put the scale of this transformation into perspective, Royal Caribbean Group brands operate 60 ships that visit approximately 1,000 destinations on all seven continents.

Guests can now enjoy experiences such as:



Improved boarding experience. Boarding a cruise ship is much like boarding a plane, with guests needing to check-in, and pass-through security and border control. We’ve helped reduce the friction that guests might have encountered along the way. We assisted in the implementation of app-based boarding to better manage the terminal arrival experience. This makes it easy for guests to enter key details and documents in the app prior to arrival, thereby reducing friction from the guest’s terminal experience. In-terminal technology and operational improvements handle the rest.



Ease of booking. After exploring different destinations, guests can quickly and easily make their shore excursion reservation via an app on their mobile device while onboard. It’s easy to plan a shore excursion using the mobile app. Guests now plan their travel journey and can manage airline travel alongside cruise tickets. Guests can also find information about the destinations the ship will be visiting and make reservations for their favorite onboard specialty restaurants through the mobile app.



X-Ray Vision® for a bird’s eye view of the bridge. Imagine sailing through the famous Panama Canal and wondering what’s happening on the ship’s bridge as the Captain expertly navigates the tight waterway. Well now, it’s possible. All guests have to do is aim their phone at the wall separating guests from the bridge and it magically becomes transparent, allowing guests to look in and see the crew at work. The fun experience masks the underlying technical complexity.



Simple payments and clear budgeting. With the wide range of activities available throughout the cruise, we want guests to pay attention to their vacation. With the app, the guest has access to an up-to-date record of their spend at any point during the cruise. Guests can effortlessly stay informed and stay on vacation!

Simple, easy registration and supervision for kids clubs. Kids clubs onboard are a favorite for many families. For example, Royal Caribbean International has created its Adventure Ocean® program for children and teens, providing them with a variety of fun and educational activities ranging from karaoke to science experiments. To help Royal Caribbean International's onboard educators manage the different experiences and register children, we helped rebuild the Adventure Ocean® technology systems from the ground up. In addition to helping staff, parents also now have a seamless experience in which they can plan activities for their children. We estimate the new processes and technology have reduced the time needed to register children by nearly 80%.



Creating the foundation for a digital organization

Behind these important experiences that customers enjoy every day are other aspects making Royal Caribbean Group a truly digital first organization.

1 A world class marketing organization. Royal Caribbean Group has transformed their marketing to get much closer to customers and people thinking about taking a cruise – and Globant has been a key partner in this journey. We've provided the technical expertise to complete a homepage redesign together with custom component development. Recent results have demonstrated some of the best-ever successes, in particular for search engine optimization (SEO). This has resulted in revenue improvements on the brands websites. Royal Caribbean Group will now be able to create a more direct relationship with future guests, starting at the time of booking.

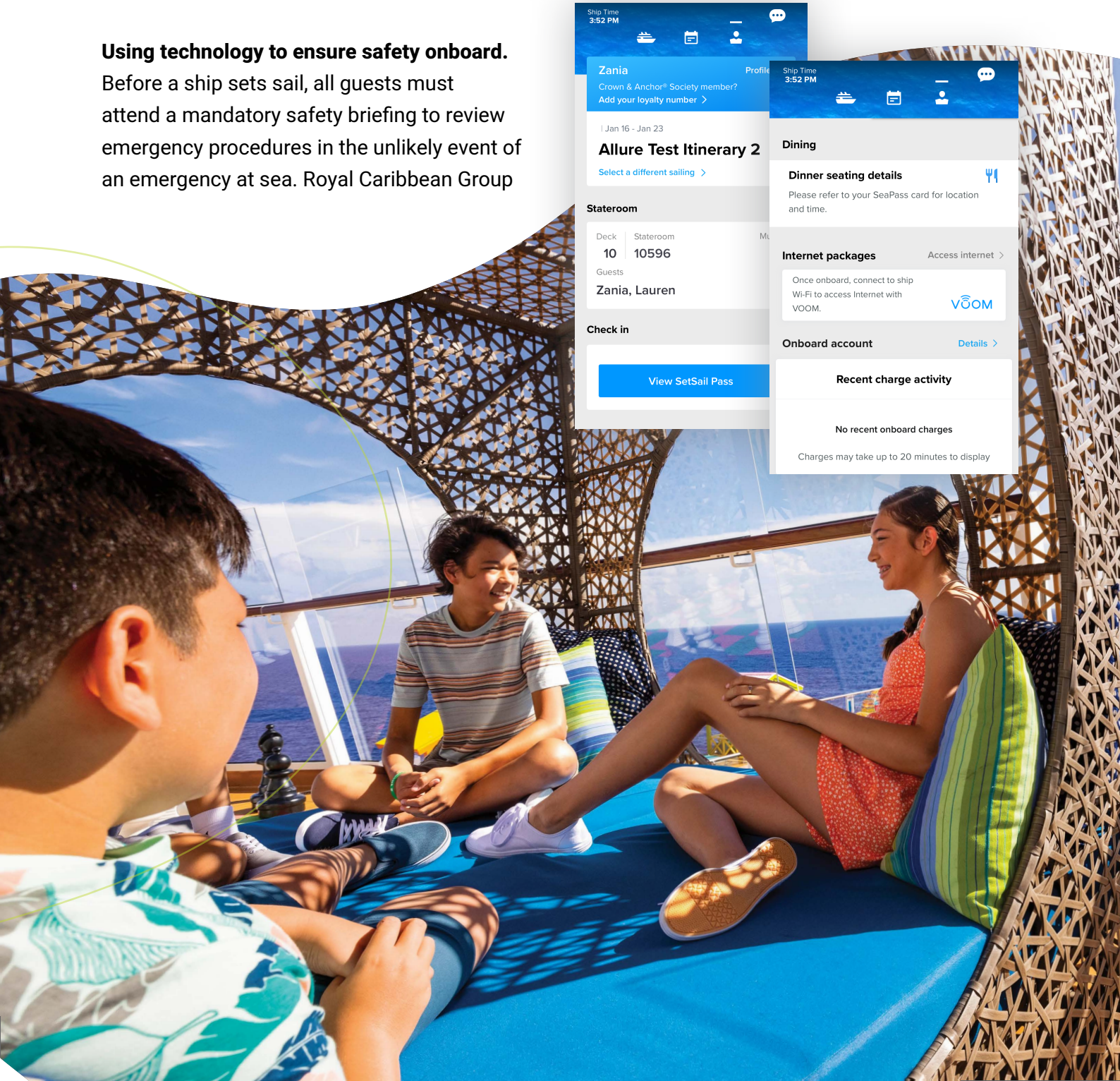
2 Next-generation data management to improve customer experiences. One of the most crucial aspects in providing a seamless customer experience is having unified data to improve the accuracy, integrity, and access to guest data while maintaining the highest levels of data security. Working alongside Royal Caribbean, we've been able to integrate and align various internal systems to solve critical data challenges, providing a backbone for guests to enjoy an incredible experience onboard.



Adjusting to life post-Covid

We certainly cannot ignore the challenges posed by the COVID-19 pandemic to the cruise industry. After a difficult 2020, technology is playing a key role in ensuring people's safe return to the seas. There are two noteworthy examples of how Globant and Royal Caribbean Group have proactively leveraged digital technology developed early in RCG's digital transformation to the enhance guest experience in support of an uplifted focus on health and safety:

Using technology to ensure safety onboard. Before a ship sets sail, all guests must attend a mandatory safety briefing to review emergency procedures in the unlikely event of an emergency at sea. Royal Caribbean Group patented a new distributed muster solution – Muster 2.0® - and we have taken a leading role in the implementation of that patented system. Guests no longer need to gather in large groups, and their muster drill experience has also improved. We have also worked with Royal Caribbean Group to create a passenger wellness portal, helping to ensure compliance with all applicable health regulations and protocols.



Conclusion

Cruise ships, in many ways, are at the vanguard of what a digital-first, smart venue can be like, and the type of experiences they can provide. By bringing together various disciplines, integrating the underlying customer data, and implementing new untested technologies such as artificial intelligence and augmented reality, we're helping transform what it means to be on a cruise ship. By moving quickly, and with a laser-focus on the customer experience, Royal Caribbean Group is setting itself up for long-term success.



About **Globant**

We are a digitally native company that helps organizations reinvent themselves to create a way forward and unleash their potential. We are the place where innovation, design and engineering meet scale.

• We have more than 21,800 employees and we are present in 18 countries working for companies like Google, Rockwell Automation, Electronic Arts and Santander, among others.

• We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.

• We were also featured as a business case study at Harvard, MIT, and Stanford.

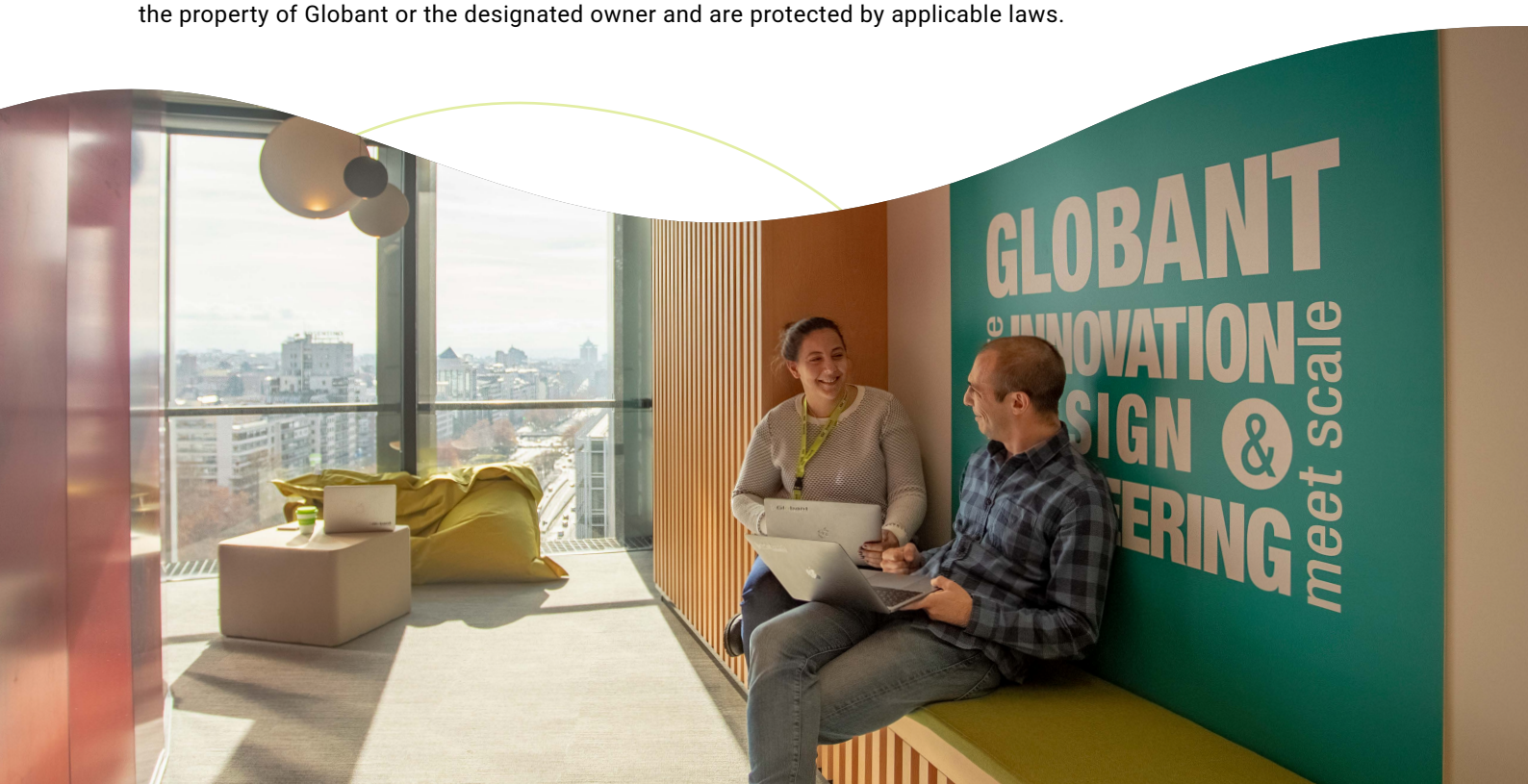
• We are a member of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord

For more information, visit **www.globant.com**

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