HOW ROYAL CARIBBEAN DOCKS MORE SHIPS AND DRIVES MORE REVENUE

Royal Caribbean Cruises, one of the world's top cruise lines providing itineraries to 270+ destinations in over 60 countries, generates more revenue with a new, integrated point-of-sale app.

CONTACT US

Integrated
front-end POS app tracks multiple ships arriving at the same time

3X
increase in island destination revenue

COMPANY
Royal Caribbean

HEADQUARTERS
Miami, Florida

INDUSTRY
Travel & Hospitality

EMPLOYEES
107,700

FEATURED SERVICES:

App Innovation

Data & Analytics

Intelligent Automation

IoT

THE CHALLENGE

An outdated point-of-sale (POS) system lacked the capabilities to distinguish guests from different ships

Royal Caribbean Cruises wanted to open its private island to more cruise ships and increase revenue. However, accommodating more guests entailed setting up more effective tracking mechanisms.

Traditionally, its private island would receive only one cruise ship at a time. Guests would disembark and the staff would carry the ship's POS system—built only for that ship's guests—onto the island. The cruise line wasn't prepared for the influx of guests from other ships for lack of an effective monitoring system.

BUSINESS NEED

Expanding access to a private island to generate revenue

Royal Caribbean Cruises needed a solution that allowed multiple ships to dock and have guests enjoy the island at the same time. This required a new POS and front-end app that enabled customer purchases to be charged to the right ship.

HOW OZ HELPED

OZ creates a new POS system and front-end app to determine guest identity and ship of origin

OZ created a new POS system to track multiple ships arriving at the same time, allowing guests to enjoy the pristine, private island. The new system integrates customer information with the cruise ship's products/platforms, regardless of the ship guests are on.

The POS app uses card readers to determine guest identity, which ships the guests are from, and account status. The app communicates the information back to the ship to determine the guest's eligibility to place orders. Once the order is placed, the system charges the account while the primary POS system remains secure on the ship. In addition to improving the guest experience, the system allows for better staff utilization while providing valuable guest and transactional information that can be used to predict guest behavior.

IMPACT

An integrated POS app unlocks more revenue

• Guests get to enjoy a great experience while enjoying all the amenities the island has to offer
• Streamlined workflows enable the staff to charge guests in real time
• Better utilization of the island with several ships docking at the same time—doubling and tripling its revenue generation capabilities.