

Solutions & Success

The Inside Story



Company & Location
Industry
Case Study Respondent

Royal Caribbean Cruise Line, LTD.
Leisure & Entertainment
Jeanie Graham-Bellamy,
Director Of Technology



Royal Caribbean Cruise Line has been in business for four decades and is currently the second-largest cruise line operating worldwide. With more than a million guests every year and 70,000 employees operating at land and sea, they maintain a vast operation, connected by and dependent on their IT. In 2016, they received the Citrix Innovation Award for their use of the technology in their global operations.

In order to manage customer data, provide seamless customer service, and more, Royal Caribbean worked with Forthright Technology Partners to develop a robust IT environment.



Scaling IT Resources As Needed

Challenge

With contact centers operating around the world, Royal Caribbean's customer service depends directly on the availability of their IT. As the day goes on and different contact centers in different countries ramp up and down in activity, they need to be able to handle different volumes of calls without interruption.

"Royal Caribbean wanted to be able to scale up and down at will, so they had the agility to deal with the business demands," says Steve Zoberg, VP Operations, Forthright Technology Partners.

Solution

Forthright planned and developed an IT infrastructure that provided reliable and scalable resources to the global network of contact centers from two data centers.

"Forthright helped us innovate and consolidate with the Citrix Technology in two major data centers that we have here," says Jeanie Graham-Bellamy, Director Of Technology, Royal Caribbean Cruise Lines. "Now we are able to have the same reliability, performance and availability."

Result

Thanks to this overhauled infrastructure, Royal Caribbean has a robust, resilient environment for their contact centers. When there's an issue with their IT, instead of resulting in hours of downtime, it's just a minor blip before the system continues as normal.

Data Management

Challenge

With more than a million guests to attend across their many ships each year, Royal Caribbean stores, accesses, and updates an immense amount of data on a daily basis. In order to make sure they have the right inventory and the right services for each and every guest, they need to be able to track specific data on demand.

“We receive all this information in advance,” says Sunil Yermal, IT Manager, Oasis Of The Seas, Royal Caribbean Cruise Lines. “Each and every department that’s going to cater to your needs is going to know what you need.”

Solution

Using Citrix solutions, Forthright developed a robust environment through which Royal Caribbean’s tens of thousands of employees could input, share, and access customer data. From the beginning of a customer’s experience when purchasing tickets over the phone, to their actual trip aboard a cruise liner, their level of service was supported by Royal Caribbean’s seamless data supply chain.

“All of this is about data points, and making sure that it’s accurate to ships that are literally floating around the global oceans,” says Zoberg.

Result

Royal Caribbean’s employees can manage the experience for each customer from end to end, ensuring their specific needs are met and not lost in the vast amount of data they deal with.



Our goal with Royal Caribbean is the guest satisfaction, In order for us to give the ultimate cruise experience, we have to be able to provide the right technology to get the right information from when you book your cruise to when you finish your cruise.

- Jeanie Graham-Bellamy, Director Of Technology

Forthright.

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