

Client



Company:

Princess Cruises

Size:

More than 12,000 employees

Website:

www.princess.com

Headquarters:

Santa Clarita, CA, USA

Solution:

Dynamic Messenger

Results:

1. Princess Cruises' innovative email strategy can be executed in a highly efficient manner
2. Complex, rules-driven dynamic emails easily created and automated
3. Flexible programming of templates handles any number of variables and large data sets
4. Creates stronger engagement with brand's customers and travel agents.

"Now emails involve many different variables and data feeds which need to be combined and tailored to thousands of individuals for each campaign. Using Alterian Dynamic Messenger's automation capabilities, we're able to deliver a range of complex emails very efficiently."

Stanley McClurkin-Birge
Director of Direct Marketing
Princess Cruises

Automation of CRM emails means stronger engagement for Princess Cruises

Introduction

From its modest beginnings in 1965 with a single ship cruising to Mexico, Princess Cruises has grown to become one of the premiere cruise lines in the world. Today its fleet carries 1.3 million passengers every year to more destinations worldwide than any other line.

In recent years, going on a cruise has soared in popularity, with new routes being launched all the time and operators increasing their capacity. Fighting for market share and passengers has become more difficult, but Princess Cruises has become known for its innovative and progressive email strategy which helps it stay ahead of the pack.

Tactical and strategic campaigns

Email plays a variety of different roles for Princess Cruises. From tactical offers designed to fill berths close to sailing, to more strategic brand positioning campaigns promoting destinations or building engagement with customers and the brand's travel agent community. Overall, email's prevalence has grown within the company's wider marketing strategy.

"In the past, email's low frequency and straightforward execution were easy to handle manually, but today, our strategy also demands highly complicated emails," explained Stanley McClurkin-Birge, Director of Direct Marketing for Princess Cruises. "Now emails involve many different variables and data feeds which need to be combined and tailored to thousands of individuals for each campaign. Using Alterian Dynamic Messenger's automation capabilities, we're able to deliver a range of complex emails very efficiently."

Consumer and business engagement

Princess Cruises uses Alterian's email platform primarily in its North American and Australian markets to execute both its B2B and B2C email campaigns, building relationships with prospects, customers and its travel agent community.

On the B2B side, one of the more complicated emails is a weekly update targeted at over 50,000 travel agents, reminding them of their commitment to sell a certain amount of cabin space on a cruise and reminding them of their revenue potential. Using Dynamic Messenger, Stan's team has created a dynamic template which is driven by Princess Cruises' reservation systems and other file-feeds.

"The weekly update has really helped raise awareness of remaining space for travel agents to focus on selling and achieve an extra boost in revenue. Each email generated is specific to an agency and would be impossible to execute manually every week," said Stan.

Travel agents also receive a series of six automated emails when they start offering Princess Cruises' itineraries, introducing them to the Princess and Cunard brands. These include guidelines on how to sell the brand and instructions on how to use the company's different booking tools.

On the consumer side, email is helping the brand engage with customers through a set of automated pre-cruise emails. Once a passenger has made a booking, a sequence of four emails are triggered, tailored around their specific needs, introducing them to the captain, rest of the crew, the onboard entertainment and dining options, as well as items particular to their booking and cruise. "Again, these are highly customized for every passenger and are complicated due to the variables involved and the data driving them from our reservations systems," said Stan. "But once they're set up in Dynamic Messenger, we don't have to worry about them. Automation of tailored email is now critical to how we do business as it supports a closer type of engagement with both consumers and agents."

Dynamic Messenger also handles more tactical daily emails for Princess which are executed manually in about an hour, essential when creating personalized emails containing last minute offers.

Flexible and dynamic emails reap benefits

What really stood out for the cruise line is Dynamic Messenger's ability to automate many of its email campaigns, from simple trigger emails on customers' birthdays to the extremely complicated campaigns involving large amounts of variables and customer data. "The tool is incredibly flexible. Being able to perform the dynamic template programming lets us do just about anything we want and has opened up a wealth of possibilities which other tools just can't match," commented Stan. "Setting up automations has been very powerful for us as it helps us realize our CRM strategy in a highly efficient way. We don't need a member of the team constantly building email campaigns every day."

Alterian Case Study

Princess Cruises

And this is the main benefit the Princess team enjoys – being able to execute on the concepts and strategies senior management create, meaning a great deal of respect is earned by the team. Stan explained: “Some of the complex campaigns we’ve built in Dynamic Messenger would normally take an IT team a month, and we’ve developed them in days. We can get campaigns out the door quickly and respond to new demands from the business – we’re not bound by any technical limitations like some other tools would impose.”

Princess Cruises has fully automated many aspects of its CRM email activity using Dynamic Messenger, with complex, rules-driven dynamic emails but can also deliver ad-hoc emails in under an hour. “Alterian underpins our email strategy by letting us execute highly relevant emails in a fraction of the time it would normally take. This gives us proper one-to-one marketing via emails and stronger engagement,” concluded Stan.

Alterian

Alterian (LSE: ALN) enables organizations to create relevant, effective and engaging experiences with their customers and prospects through social, digital, and traditional marketing channels. Alterian’s Customer Engagement solutions are focused in four main areas: Social Media, Web Content Management, Email, and Campaign Management & Analytics.

Alterian technology is utilized either to address a specific marketing challenge or as part of an integrated marketing platform, with analytics and customer engagement with the individual at the heart of everything. Working alongside a rich ecosystem of partners, Alterian delivers its software as a service, or on premise. For more information about Alterian visit www.alterian.com or the Alterian blog at www.engagingtimes.com.

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