

NORWEGIAN CRUISE LINES

SBX DELIVERS MUSIC AND MESSAGING ON HOLD



Overview:

After installing Intermedia's SBX solution, Norwegian Cruise Lines' call centre in London now has a faster and more efficient way of updating its music and messaging on hold.

Problem:

Norwegian Cruise Lines was looking for a way to reduce the number of Music/Messaging On Hold (MOH) devices they had to maintain in their communications center and at the same time provide better service to their callers.

Solution:

New Voice Media signed a deal with Norwegian Cruise Lines (NCL) to update their existing MOH hardware to an Intermedia SBX system. The SBX provides NCL with a single platform for marketing on hold. It reduces the number of MOH devices they have to maintain in their communications department from seven to a single unit, and the number of power supplies and modems to just one. In addition, since the SBX is a single rack unit, there is now more space in NCL's Communications Room. Even though the SBX has reduced NCL's total number of systems it has actually increased the number of ports available for MOH from 7 to 10, providing a faster service to callers.

The Intermedia SBX works seamlessly with NCL's telephone systems to provide the company with a multitude of applications. It gives NCL a more efficient way of handling bookings for NCL's main reservations, Orient Lines and Specialist Cruises. It can also prompt callers for information and play a variety of interesting MOH and ACD announcements to entertain and inform callers until an agent is available to speak to them.

"Intermedia's SBX is enabling us to make massive changes in the way we work", says Mark Persad, Head of Marketing & PR at NCL. "It has decreased our workload and provided us with a quick turn round so that we can instantly update music and messages without needing a dedicated port for each message. Now, each time a caller enters the queue, a different ACD announcement can be played, informing and entertaining the caller."

New Voice Media provides Norwegian Cruise Lines with all the scripting, professional voice marketing, and specially created music which is quickly and efficiently downloaded on to the SBX. However, in the event of an emergency, Norwegian Cruise Lines' staff have the ability to quickly change messages on the SBX themselves.

"Intermedia's SBX enables us to create a special in queue or on hold production for a specific ad campaign and make it live within 48 hours. By providing a fast turn round it has enabled us to give NCL a more professional service."

Nick Findlay
Director of New Voice Media

Benefits:

With the SBX, Norwegian Cruise Lines has been able to reduce the number of systems they have to maintain within their communications center thereby decreasing operating costs and allowing staff to focus on more productive things. It even increases the level of service NCL can offer their customers because it provides faster access to MOH and more efficient ways for Norwegian Cruise Lines to book travellers. The SBX also lets NCL update messages quicker so callers always get the most up-to-date information.

Norwegian Cruise Lines:

NCL Corporation ("NCL") is an innovative cruise company headquartered in Miami, Florida, with a fleet of 15 ships in service and under construction. The corporation oversees the operations of Norwegian Cruise Line, NCL America and Orient Lines.

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