

The logo consists of the lowercase letters 'd' and 'flo' in a white, dotted, monospace-style font. The 'd' is on the left, followed by a small horizontal line, and then 'flo' on the right. The background is a photograph of a cruise ship deck at dusk, with the ship's interior lights visible on the right and the ocean and sky on the left.

d_flo

Allay Guest Concerns With Simple Return-to-Sailing Communication Solutions

eBook

“The industry’s commitment to create best practices for mitigating the risk of SARS-CoV-2, is a necessary step. By embracing best practices to protect public health, cruise lines can provide a clear pathway for resuming operations in a way that safeguards the health of our guests, crew and communities.”

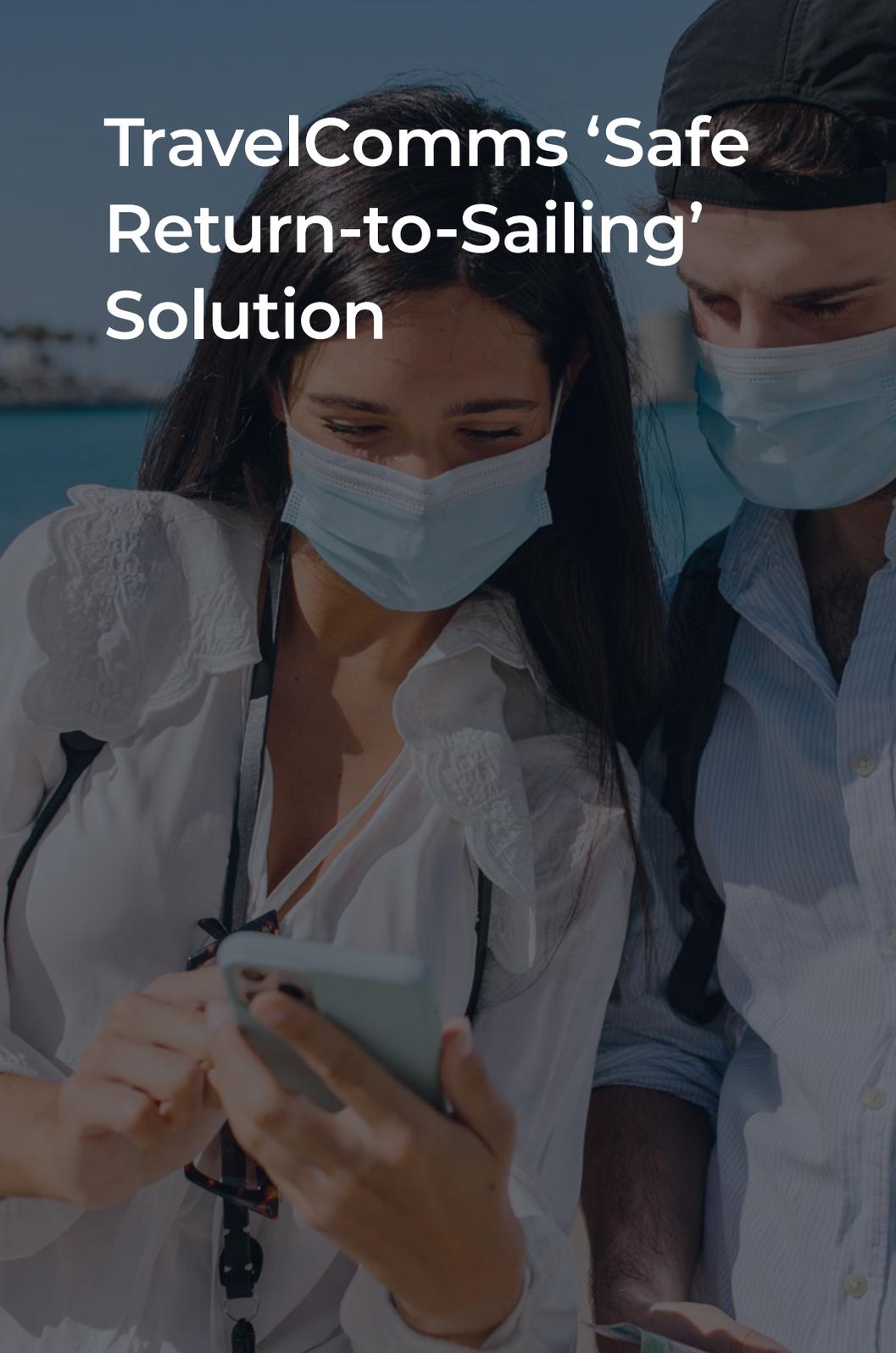
*Governor Mike Leavitt,
Co-Chair, Healthy Sail Panel*

Managing Guest Concerns

Although there remains a growing enthusiasm amongst many who wish to travel again, there is equally as much anxiety. With the restarting of cruise operations getting closer, managing guest concerns and safety will be key to unlocking a successful return to sailing.

Never before has there been a greater need for cruise lines to deliver proactive and coherent communications. And with many organisations running with reduced human resources, efficiency will be imperative.

Cruise lines that get this right have a greater chance of ensuring their rapid returners have a safe and enjoyable experience, and provide positive feedback, which in turn will help convince the more anxious.

A woman and a man, both wearing light blue surgical face masks, are looking at a smartphone together. The woman is in the foreground, holding the phone, and the man is behind her, looking over her shoulder. They are both wearing white shirts. The background is a blurred outdoor setting with a blue sky and some greenery.

TravelComms 'Safe Return-to-Sailing' Solution

A TravelComms-powered digital solution that manages the five major – and equally-important stages – of the guest journey from post-booking to embarkation, on-board, disembarkation, through to post-voyage.

Proactively sending essential communications, capturing necessary health information and providing digital packs for embarkation and disembarkation, the TravelComms 'Safe Return-to-Sailing' solution has been built as a modular solution to provide simple solutions for each stage.

- **Overcoming Post-Booking Uncertainty**

Update each guest on newly adopted protocols and recently sailed customer feedback to convert their anxiety into confidence and demonstrate the enormous commitment to the safe resumption of service.

- **Removing the Stress from Embarkation**

Provide each guest with a digital embarkation pack to capture their health information, confirm times, procedures and protocols, and a digital pass to provide a touchless, efficient and safe embarkation experience.



- **Maintaining Smooth Sailing On-Board**

Send each guest confirmations, reminders and updates for restaurant reservations, spa appointments, other on-board services and shore excursions to prevent crowding and maintain critical health protocols.

- **Taking the Drama out of Disembarkation**

Issue each guest with a digital disembarkation pack to confirm times, procedures and protocols, and a digital pass to reduce guest stress and make disembarkation a more controlled, safe and leisurely experience.

- **Comforting Next Cruisers with Post-Voyage Feedback**

Capture each guest's feedback on newly adopted protocols and their experience to monitor your Net Promoter Score (NPS) and share with the next guests whilst routing any actionable feedback to the relevant people.

Whether adopted as individual modules or as a complete end-to-end journey, the TravelComms 'Safe Return-to-Sailing' solution can seamlessly integrate with all shore-side and on-board systems, including CRS, PMS, CRM and CMS systems.

A Proven Travel Communications Platform

The TravelComms travel communications platform enables cruise lines to implement dynamic and best-in-class communication journeys that drive immersion and deep engagement.

Built on a proven and flexible framework, TravelComms can be quickly configured to deliver a fully branded and dynamic guest communications journey. In addition to privacy-by-design and incorporating inbuilt storage and system auditing, TravelComms provides an all-inclusive toolset of comprehensive capabilities for:



Digital Communications

Email, SMS, WhatsApp and Push Notifications – ultra-personalised and relevant. Delivery and engagement tracked and used to drive reminders and escalations.



Digital Questionnaires

Health and customer sentiment questionnaires – online, secure and relevant. Submissions tracked and used to drive reminder and escalation workflows.



Digital Passes

Digital embarkation and disembarkation passes – personalised and unique. Downloads to Apple Wallet and Android Wallet tracked and used to drive updates.

Partner with d-flo for a 'Safe Return-to-Sailing'

Since 2015, d-flo has been using its expertise to help the travel and cruise industry deliver a richer communications experience to its customers.

Our focus is on helping you create a fully immersive customer experience with a powerful toolset offering unrivalled flexibility, and communication solutions that meet the demands of today's cruise industry.

Our unique approach delivers a rapid ROI by enhancing the customer experience, maximising revenue streams, and reducing operational costs. Success stories include some of the industry's most recognisable and loved cruise operators.

Ready to take a look?

**Let us demonstrate how we can transform
your travel communications**

GET IN TOUCH