

Increasing Customer Satisfaction and On-board Revenues with GNV

The Client challenge

- Our client, an Italian shipping company, needed to understand their customer base and figure out a way to increase both satisfaction and revenues

The GemSeek Approach

- Our team sat down with the client and went through all available data – financial, CRM and CSAT. After combining and creating a unified dataset, providing a holistic customer view, we ran a variation of models to understand what were the key drivers of both satisfaction and onboard revenue, and creating unique customer segments, which would lead their targeted marketing approaches

Impact

- The segments we created were incorporated in their marketing efforts for a pilot cruise route and ferry, allowing them to target the highest probable spenders. This resulted in an increase of ~5% of on-board revenue compared to the previous year, adjusted for seasonality.

