

“Formscape has helped us to produce documents that match the superior service we aim to deliver. With cruising growing in popularity in the U.K., this helps us maintain the premium image we have worked to create and maintain within the cruise marketplace.”

– Richard Chilvers
Director of IT, Fred. Olsen



C A S E S T U D Y

Challenges

- > Tickets printed from the company's reservation system were inconsistent with Fred. Olsen's image as a top-quality cruise line
- > Information coming out of the reservation system needed to be manipulated to add visual appeal and clarity

Solution

FormScape V3

Results

- > People who purchase cruises receive a wallet with tickets and other promotional materials of equally high quality
- > Customers receive ATB-style (Automated Ticket and Boarding) flight tickets that are both familiar and consistent with airline standards

The logo for Fred. Olsen, featuring a stylized white 'F' and 'O' on a blue background, followed by the text "Fred. Olsen" in white.

INDUSTRY

Travel Industry

COMPANY

With hundreds of ports of call covering the whole world, Fred. Olsen is recognized as a high-end provider of cruise services in the U.K.. As part of its comprehensive cruise program, the company also provides the necessary airline ticketing for fly-cruises, such as those in the Caribbean.

NUMBER OF TICKETS PRINTED

800 cruise tickets every three days
800 flight tickets every three days
during peak Caribbean cruise season

ERP

Custom-developed system based on Oracle

Fred. Olsen uses FormScape V3 to generate cruise and airline tickets that project its premium brand

Norwegian based Fred. Olsen company has been involved with shipping since the middle of the 19th century. In the U.K., the family-run business provides cruise and travel as well as freight management services. In the rapidly expanding U.K. cruising market, Fred. Olsen distinguishes itself by providing a personal, high-quality service to its passengers.

As part of this effort, the company deployed a FormScape solution to improve ticket appearance and readability to convey its image as a premium cruise brand from the moment the tickets arrive.

THE FORMSCAPE DECISION

When customers purchase a cruise from Fred. Olsen, they receive an attractive wallet containing information about the cruise along with the cruise tickets. Several years ago, the company decided that the appearance of its tickets did not match the quality of the other materials included in the wallet.

After investigating several software solutions that could capture, manipulate, and then output information from its reservation system, the company chose FormScape. According to Damon Impett, Computer Projects Manager, "FormScape offered us greater programming flexibility."

FLEXIBILITY, RELIABILITY, AND ONGOING IMPROVEMENTS TO CUSTOMER SERVICE

Fred. Olsen first put FormScape to work on its cruise tickets. Using a single FormScape server, the company captures the text output from its legacy reservation system, applying a more attractive font, rearranging the information more attractively on the page, placing boxes around important information, and finally sending the resulting tickets to laser printers.

Six months after completing that first project, Fred. Olsen tackled its airline flight ticketing process. FormScape now captures, manipulates, and outputs airline tickets to thermal printers that produce the ATB-style (Automated Ticket and Boarding) tickets that are the standard in the airline industry.

For nearly two years, the company has used FormScape for high-volume printing to generate approximately 800 cruise tickets

every three days, and during peak Caribbean cruise season, nearly 800 flight tickets every three days. Said Impett, "Initially, we were concerned about adding another layer onto our reservation system that might require a great deal of support. However, we have experienced no down time since we first began using FormScape."

Now that the company successfully imports cruise and flight data into FormScape, Impett says that the company is considering using FormScape's added flexibility for manipulating the information and output to make additional customer service improvements. For example, the company could easily deliver cruise and flight information via fax or e-mail – which would have been impossible using its reservation system.

PLANS FOR THE FUTURE

Impett says that FormScape holds potential for improvements in other segments of Fred. Olsen's operations as well. Within six months to a year, the company hopes to deliver invoices that are easier to understand, leveraging FormScape's ability to implement complex logic. Although a single cruise is fairly simple to invoice, invoices get more complex when flights, hotels, transfers, and excursions are added into the mix of service charges. With FormScape, Fred. Olsen aspires to arrange invoice information in optimum format, regardless of the mix of services.

With FormScape V3, Fred. Olsen has invested in a reliable and flexible solution for enhancing its image and customer communication. By providing an improved look and clarity, this FormScape solution reinforces the superior quality and service that have been company hallmarks for a century and a half.

United States: +1 888 237-4350
United Kingdom: +44 (0) 1252 618600
Germany: +49 (0) 6403 7785-0



www.formscape.com

Beech House • Ancells Road • Ancells Business Park • Fleet • Hampshire GU51 2QZ • United Kingdom
3900 Paramount Parkway • Suite 200 South • Morrisville, NC 27560 • United States
Rudolf-Diesel Strasse 7 • D-35440 Linden • Germany
North & South America - Europe - Asia - South Africa