

# CRUISING INTO THE SUNSET

## The challenge

Our client, an ocean cruising company, was experiencing rapidly falling ratings for on-board entertainment – known to be a significant driver of passenger volumes. They asked Incite to create a segmentation of passengers to explain and simplify the diversity of entertainment preferences, and then create a system to predict who would be on board in order to match the entertainment offer to passengers on a cruise-by-cruise basis.

## The insight

We took a consultative, iterative, three-stage approach to the problem: exploration (qualitative), segmentation (quantitative) and implementation. These first two stages enabled us to develop a segmentation by understanding cruisers' entertainment consumption, expectations and demands over the course of a cruise. The implementation stage was all about embedding the knowledge and implications internally and creating a simple (10 question) method for allocating future booked passengers to their rightful segments, to enable our client to tailor the entertainment offer to meet the needs of cruisers who had booked on specific cruises, months ahead of their holiday.

## Client benefits

Our work clearly demonstrated the power and effectiveness of great consumer insight to guide decision-making. The research has led directly to dramatic increases in customer satisfaction relating to entertainment and the “overall enjoyment of entertainment” score has shown a year-on-year increase of 10% (the first time this metric has hit target in four years). The research has transformed our client's entertainment and booking planning. It is now possible for them to look at the predicted profile of customers for a particular cruise and know how best to tailor the unique entertainment offer for that cruise to deliver the greatest customer satisfaction.

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