



Nov 28, 2016 10:58 GMT

Fred. Olsen Cruise Lines continues to ‘put the customer first’ with the creation of a new Product and Customer Services Division

In order to continue to improve the experiences that it gives to its guests, both onboard and ashore, Fred. Olsen Cruise Lines has announced a major internal restructure and the creation of a new Product and Customer Services Division, to be headed up by Clare Ward, promoted to the role of Director of Product and Customer Services.

Clare Ward joined Fred. Olsen over four years ago, as Senior Commercial

Planning Manager, and has made a significant contribution to the business over this time.

The newly-created Product and Customer Services Division assumes responsibility for the following core areas: Itinerary and Experience Development; Operational Planning; Tours; Air and Land Services; Port Operations; Reservations; Administration; and Customer Relations.

To further strengthen its Senior Management team, Fred. Olsen has also promoted Jeremy Hatton to the role of Head of Customer Services, reporting into Clare Ward.

Jeremy Hatton – formerly Sales Systems Manager – joined Fred. Olsen in 1997, and now assumes direct responsibility for Fred. Olsen's customer-facing shore-based departments.

Neil Herbert continues to head up the Sales Department.

Mike Rodwell, Managing Director of Fred. Olsen Cruise Lines, said:

“The intention of these important changes within the Fred. Olsen Cruise Lines' Senior Management team is to continue to put the customer at the heart of everything that we do, and to provide guests with an even better, more co-ordinated and more consistent level of service, from the very start of the booking process, through to the onboard experience and post-cruise.

“With our strong reputation for being ‘closer’ to our guests, we need to do all that we can to provide the best itineraries and customer experiences possible. We believe that the creation of this dedicated new Product and Customer Services Division will help to shape the future development of our company and will ensure that our guests continue to be our utmost priority.”

To supplement its Senior Management team yet further, Fred. Olsen is currently recruiting a new Sales and Marketing Director, to assume overall responsibility for the Sales, Marketing and Public Relations functions. An announcement will follow in due course.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com

ENDS

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

Contacts



Georgina May

Press Contact

PR Manager

georgina.may@fredolsen.co.uk



Georgie Long

Press Contact

PR Executive

georgie.long@fredolsen.co.uk