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Fred. Olsen Cruise Lines reinvents guest booking experience with launch of new video reservations system

Fred. Olsen Cruise Lines has unveiled a new video reservations system, allowing guests to contact its Reservations team via video call.

The new system allows those viewing cruises online to request a video call, offering a face-to-face interaction with a member of the Fred. Olsen team.

The system, being operated by video call specialists Talkative, automatically assesses whether the guest is using a device with a camera as well as the strength of their connection. A member of the team will call them via telephone if a video call is not an option.

It also allows the Fred. Olsen Cruise Lines team to have a shared browsing experience, so that both the caller and the team member can see the same screen view at the same time.

Clare Ward, Director of Product and Customer Service at Fred. Olsen Cruise Lines, said:

“At Fred. Olsen, our guests are at the heart of everything we do, and we are so proud to be able to offer this personal service for our guests. This new video system allows us to build relationships with those looking to sail with us, whether it’s for the first, fifth or fifteenth time.

“The ability to see a friendly, smiling face can make all the difference when it comes to booking a holiday, and the screen-share facility will enable us to better solve queries as we will be able to see exactly what the guest is seeing.

“Our crew aboard our ships are renowned for always having a welcoming, smiling face to greet our guests, and it will be great to replicate this within our Reservations teams, too.”

Felix Winstone, Chief Executive at Talkative, said:

“We’re thrilled Fred. Olsen Cruise Lines has expanded their contact capabilities with Talkative’s real-time video chat.

“Talkative has always sought to bring a more personable approach to online interactions, and it’s great to assist a brand like Fred. Olsen in fulfilling that same goal.”

Anyone browsing a cruise on the Fred. Olsen Cruise Lines website will see a message offering a video call, as long as an advisor is available at that time.

For further information on Fred. Olsen Cruise Lines, visit www.fredolsencruises.com. Book online, call Reservations on 0800 0355 242 (Monday to Friday 8.30am to 6pm, Saturday 9am to 5pm), or contact your ABTA travel agent.

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