



From L-R: Claire Hubert, Terri Overett, Daniel Hawes, Ben Williams and Jade Ratley with Fred. Olsen Cruise Lines' UK Customer Experience Awards

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Fred. Olsen Cruise Lines wins hat-trick of prizes at two awards ceremonies

Fred. Olsen Cruise Lines has picked up a trio of accolades at two prestigious awards.

The company scooped a Gold award for Best Customer Service and a Bronze award in the Customers at the Heart of Everything category at the UK Customer Experience Awards 2024.

Team members from across Fred. Olsen Cruise Lines came together to bring to life some of the stories and ways in which guests are put at the forefront of every aspect of the business in a judging process involving written

submissions, live presentations and question and answer sessions.

Doug Glenwright, Director of Guest Experience at Fred. Olsen Cruise Lines, said:

“We are absolutely thrilled that the hard work and dedication of our wonderful team in ensuring our guests at the forefront of everything we do has been recognised with these gold and bronze accolades for customer experience.

“The titles are truly testament to every single person within our team, both ashore and on board, to delivering an exceptional service to our guests.”

The awards, which celebrate those who have gone above and beyond in providing a stellar customer experience, were presented at a glitzy ceremony at Wembley Stadium last night.

The success comes after Fred. Olsen Cruise Lines was named Travel and Leisure Website of the Year at the Global Digital Excellence Awards on Wednesday.

The title was in recognition of the company’s new-look website, which was launched last year, with extensive work undertaken to streamline the booking process and more opportunities for guests to personalise their cruise experience.

The judges noted ‘the smart and nuanced categorisation of cruises based on the experiences Fred. Olsen Cruise Lines offers is a standout feature, allowing users to select their ideal cruise with ease’ and ‘the innovative digital scratch map solution not only enhances user engagement but also provides a unique and interactive way to explore options’.

They also said ‘these elements demonstrate a sophisticated understanding of customer needs and a forward-thinking approach to digital solutions’.

Ben Williams, Head of Digital at Fred. Olsen Cruise Lines, said:

“It is a real honour to win the global title of Travel and Leisure Website of the

Year.

“Our project to improve the experience of our guests when visiting our website has been a whole team effort.

“We are all incredibly proud to be able to offer a seamless experience from the moment a guest chooses their cruise with us – whether they are sailing with us for the first or fiftieth time.”

For further information on Fred. Olsen Cruise Lines, visit

www.fredolsencruises.com

Book online, call Reservations on 0800 0355 215 (Monday to Friday 8.30am to 6pm, Saturday 9am to 5pm), or contact your ABTA travel agent.

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