



Mar 14, 2024 10:45 GMT

Nearly 800 guests make the most of enhanced video calling booking system

Fred. Olsen Cruise Lines has expanded its video calling system throughout the Reservations team.

The video reservations system was initially trialled in April 2023, but thanks to the success of the project, has now been rolled out further.

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

Since then, the team have received nearly 800 video calls from customers wanting to book a cruise.

Kim Wright, Reservations and Guest Services Manager, said:

“Guests and prospective guests have found the video calling system a convenient way of reaching out to us.

“They appreciate the personal touch of seeing a face and gain confidence in their booking decisions. And, from the team’s perspective, it enables them to go beyond the excitement conveyed through a phone call. It allows us to share the guest’s excitement through body language and enhances their overall booking experience.

“Guests are increasingly opting for video calls instead of making enquiries over the phone. And if a booking is made through video, the team have found that these guests tend to use the video platform for further enquiries.

“We’re thrilled that we have been able to roll this out across the team to continue to offer the personal touch with our guests.”

The system, 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 phone if a video call is not an option.

It also allows the team to have a shared browsing experience so the caller and the team member can see the same screen view at the same time.

The system has garnered positive feedback from guests including ‘made everything easy to book our holiday’, ‘excellent service, knowledgeable, patient and very helpful’ and ‘lovely agent who was patient, informative and as enthusiastic about my cruise as I was’.

Felix Winstone, CEO of Talkative, said:

“We’re pleased Fred. Olsen Cruise Lines continues to see value in using video chat for their Reservations team.

“In an increasingly impersonal online world, video adds a much-needed human element to high-value and complex interactions such as cruise bookings.”

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 the time.

For further information on Fred. Olsen Cruise Lines, visit the website at www.fredolsencruises.com/new-cruises Book online, call Reservations on 0800 0355 242 (Monday to Friday 8.30am to 6pm, Saturday 9am to 5pm, Sunday 10am to 4pm), or contact your ABTA travel agent.

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