

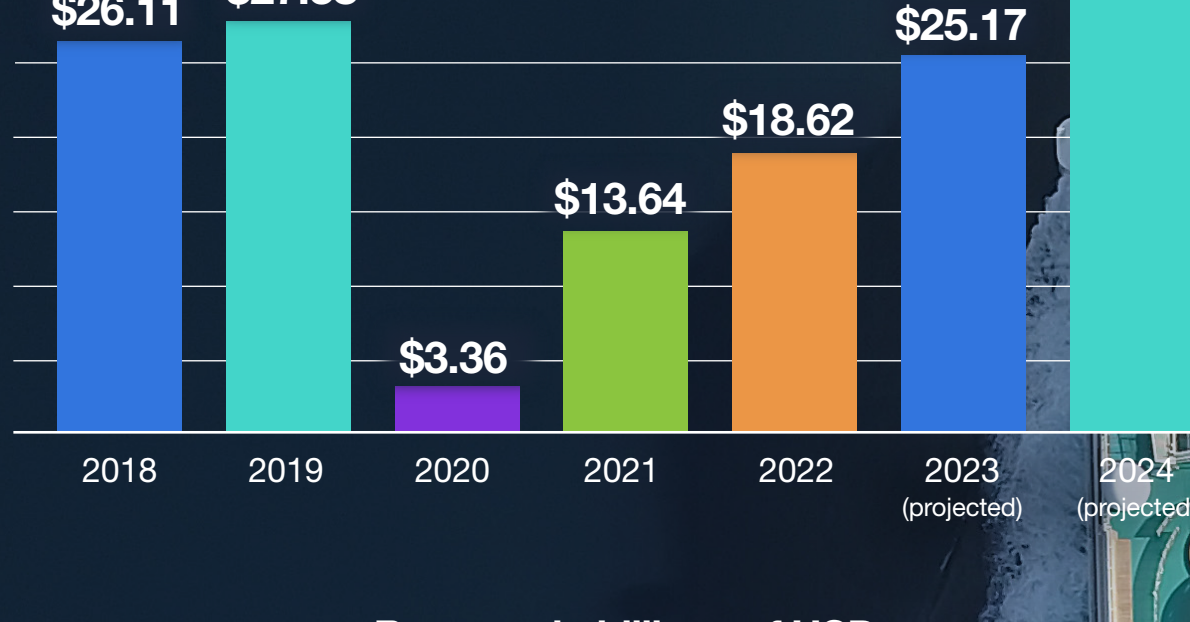
How TNS Enterprise Branded Calling Navigates Cruise Line Success

Due to the pandemic, bookings became catastrophically low for the cruise line industry, but those numbers are bouncing back, with reservations now approaching pre-pandemic numbers. For cruise line companies, taking advantage of this surge in consumer interest is critical, but getting through to prospects and customers can be a struggle. TNS Enterprise Branded Calling is a crucial tool for helping them succeed.

The Cruise Line Industry is Expected to Surpass Pre-pandemic Levels by 2024

While cruise line revenues were bleak during the pandemic, passengers are now coming back.

Cruise Line Revenue by Year¹



58 million

Number of Americans who plan on going on a cruise in the next two years.²



83%

Did you know 83% of Americans have never taken a cruise?³

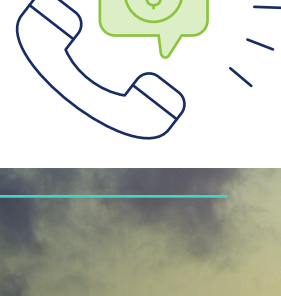


60%

Almost 60% of people who have never cruised say they are likely to take a cruise in the next few years.³



TNS Enterprise Branded Calling Helps Cruise Lines



With TNS Enterprise Branded Calling, customers and prospects are much more likely to answer a call and, when they do, be more engaged and ready to listen.

TNS Enterprise Branded Calling helps cruise lines —

Follow up on warm leads from other channels, and turn leads into customers

Promote offers and additional revenue opportunities such as:

- Friend and family discounts
- Excursions and entertainment
- Onboard purchases

Improve engagement and build long-term client relationships

Enhance agency productivity

Alert customers for rescheduling, itinerary changes, payment problems or other issues

Get customer feedback

Why Cruise Lines are Using Enterprise Branded Calling

50%

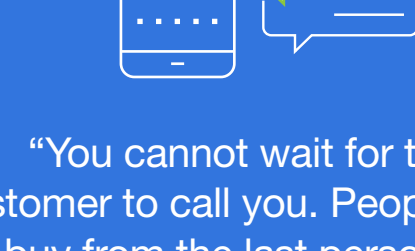
to follow up on warm leads



50%

to facilitate the customer experience

In the last 10 years, TNS has delivered more than **one billion branded calls** across US wireless carrier networks.



“You cannot wait for the customer to call you. People tend to buy from the last person they spoke to. And, while you are very aware that you sell travel, they sometimes forget. Pick up the phone, call them, email them.”

—Alan Brooks, Director of Market Sales, Celebrity Cruises⁴



“People expect convenient, effortless support when an issue arises and are quick to lose loyalty and switch brands if expectations are not met.”

—Travel Daily News⁵

The Importance of Enterprise Branded Calling



By restoring consumer trust in voice calling and increasing answer rates, business revenues can go up, messaging can become more efficient and the customer experience can be elevated.

A recent survey of US adults⁶ revealed that—

61%

Sixty-one percent would answer a call from hospitality/travel brands if the brand logo/name was displayed on their incoming call screen.

56%

Fifty-six percent prefer to engage with a phone call rather than any other method with hospitality/travel brands (regarding reservations and travel).

56%

Fifty-six percent would be more willing to share personal information regarding hospitality stays and travel if the incoming call is branded with their logo and name.

TNS’ trusted and proven track record developing and delivering branded calling solutions to market means it is best positioned to help businesses improve their bottom line by facilitating an expedited lead-generation process and enhancing organizations’ call agent productivity.

To learn more about how TNS Enterprise Branded Calling can help your cruise line or hospitality company significantly improve call answer rates, visit our website.

tnsi.com/enterprise-branded-calling

