

How TNS Enterprise Branded Calling Navigates Cruise Line Success

It seems cruises have never been more popular. 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 solution is helping increase customer conversion and answer rates, improve call durations, all while gaining a competitive advantage over travel providers who have not yet deployed the technology.

The Cruise Line Industry Sails Toward Growth

58 million

Number of Americans who plan on going on a cruise in the next two years.¹



83%

Did you know 83% of Americans have never taken a cruise?²



60%

Almost 60% of people who have never cruised say they are likely to take a cruise in the next few years.²



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 call durations and agency productivity

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

Gain competitive advantage

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 Cruises³



“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 News⁴

The Importance of Enterprise Branded Calling



By deploying Enterprise Branded Calling, cruise lines are helping to increase customer conversion rates and improve call durations for their sales agents, all while gaining a competitive advantage and elevating the customer experience.

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

