



Regent
SEVEN SEAS CRUISES™

CASE STUDY

How an app technology enhances cruise passengers' experience during shore excursions

SMARTPHONE-BASED TECHNOLOGY

As smartphone ownership is growing rapidly around the world, it is just a matter of time before it replaces conventional tour guide systems. One can expect that smartphone-based solutions, as compared to conventional tour guide systems, will be, on average, 50% less expensive while also decreasing operational hassle and costs.

The Covid-19 health crisis has dramatically accelerated the trend toward technologies that enable contactless interaction. But hygiene is not the only driver of this trend. The replacement of third-party devices with people's own smartphones eliminates storage, cleaning, and maintenance costs, as well as any wait times that exist when collecting and dispensing conventional radio receivers. Furthermore, such new technologies contribute to environmental sustainability.

The shift is already happening as more and more cruise companies are switching from traditional tour guide systems to a smartphone-based technology.

Scenic River Cruises, Regent Seven Seas and Silversea Cruises are among the pioneers who already took this step.

CHALLENGES

While this change is arguably inevitable to come, until recently there were no full-fledged solutions on the market.

Luxury ocean cruise line Regent Seven Seas Cruises is one of the first to embrace this unique solution for tours in many of the destinations it sails. Regent Seven Seas mission is to deliver unrivalled experiences to its luxury travellers crafting every detail in the passenger journey. They methodically monitor technological innovations to spot opportunities to enhance the customer experience.

Even before Covid, they were looking into this new technology - as operating the traditional whisper systems created a lot of hassle and operational costs were high.

THE SOLUTION

After months of testing several technologies, Regent Seven Sea's passengers and tour guides had identified one solution that exceeded their expectations.

After installing an application on their phones, all it took to connect to the guide's transmitter was to select the number of the tour in order to stream the guide's voice in real time with crystal clear audio quality. Since the transmission required no internet, passengers did not have to use their mobile data, which is a big concern, especially for passengers from abroad.

Up to 100 passengers were able to connect to one local guide within a range of approximately 100 meters. Connections were stable and interference-free, even inside historical buildings and churches. The application also provided a way to conduct surveys after a tour and to evaluate customer satisfaction.

RESULTS

After the test phase, Regent Seven Seas integrated the receiver function into their own smartphone application. This opened up even more opportunities for direct communication between crew and passengers. Now passengers are connected, informed, and entertained, on board, and on shore excursions, alike, through a single application. A major advance is the technical realization of multilingual tours, which compensates for the lack of local guides in certain languages. Location tracking allows to determine the guides' and guests' position at any time, which adds to the safety of the excursion.

“Our guests enjoy using the technology because it allows them to better engage with our tour guides and helps them appreciate the great storytellers even more. It helps our guests to fully immerse themselves into the destinations. Tour guides find the transmitter easy to use and reliable.”

Jason Montague - CEO of Regent Seven Seas

SMART STREAMING SOLUTIONS

Smart Streaming Solutions is a fast-growing German tech startup developing solutions for real-time voice transmission on guided tours, on river and ocean cruises, in museums, and at conferences and events.

Thanks to unique software, live and pre-recorded audio content can be streamed via a self-contained, portable Wi-Fi network, and listened to directly on end users' smartphones.

Smart Streaming Solutions is a member of the Guiding-Group, with twenty years of experience in the industry.

Contact

www.smartstreaming.solutions
www.guiding-group.guide



Ulrich Berger

✉ ulrich@smartstreaming.solutions



Dr. Johannes Matthias

✉ johannes@smartstreaming.solutions