

CHAPTER 5.7

HURTIGRUTEN CRUISE/ NORWAY

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FACTS AND FIGURES

WHERE	WHEN	DURATION
Hurtigruten cruise boat from Bergen to Kirkenes and back, Norway	Jan 16, 2012 – Jan 19, 2012	4 days

WHAT

Passengers were asked to provide feedback on their journey with Hurtigruten. All participants were interviewed during and after the test, to elaborate on their touchpoints and how they felt using myServiceFellow.

GUESTS

Guests who had booked their cruise were asked by email if they would like to participate. In addition participants were also recruited onboard. All participants received a book and could win a sweater from Dale (both popular items amongst the guests) as compensation.

11 participants, age 4 / to /5. Most of the participants were not familiar with smartphones. All participants used iPods that were loaned to them during the test.

HOSTS/STAKEHOLDERS

- Hurtigruten wanted to get a deeper understanding of their customers' needs and how they perceive the quality of the service.
- Tourists on the cruise used myServiceFellow as a feedback tool, to share with Hurtigruten what they like and what they dislike about the service.

A CLOSER LOOK INTO THE GUEST EXPERIENCE JOURNEY

Before the journey

- Get information about the journey
- Book tickets
- Travel to port (plane/bus/train/taxi)

“I came to see the Northern Lights and the cold exotic scenery”

During the stay on board

- Get overview over ship
- Find cabin
- Unpack / get settled
- Find restaurant
- Eat
- Go out on deck to look for Northern Light
- Or stay inside and view through window
- What to do if seasick?
- Get information of ongoing activities
- Join excursions when at different ports
- Be sure to be back to port before boat leaves

“The first day we had some problems finding the way out on the deck.”

“The on board information system works very well. Always updated.”

“Surprised that it was so little snow to see. Climate change?”

“There is an info button in my cabin announcing if there is Northern Light to be seen during the night. Great!”

“When the ship encountered the force 8 gale many passengers were ill. The staff acted admirably giving comfort and aid very well.”

After the journey

- Travel home (plane/bus/train/taxi)
- Share experience with friends and family
- Keep souvenirs
- Many guests come again the next year

“The coffee mug will make a great souvenir.”

INSPIRING EXAMPLES

Highs

Many passengers commented on the Hurtigruten coffee deal (Buy the cup, get as much coffee from the machines as you like during your whole journey):

“The coffee deal is a really good idea”.

“Coffee deal: The mug is effective on that it keeps the contents warm and it will be a good souvenir”.

Also, guests appreciated that they could get Northern Lights wakeup calls in their cabin. Many guests go on this journey specifically to see the Northern Lights:

“We really like the fact that we can get the middle of the night intercom announcements in our room”.

Lows

There seems to be a mismatch between customer expectations (due to prices) and service experience. In general guests consider Norwegian prices rather high. This is mentioned frequently. The popularity of the coffee deal indicates that the feeling of getting something for free adds value to the experience. This could be explored further to find what small details can contribute to make up for the fact that Norwegian prices are high.

“Although I’m sure that there’s not a lot you can do about it, the prices on board are expensive and as such a disincentive to purchase anything.”

PILOT PROJECT LEARNINGS

1. from the guest perspective

Most users found myServiceFellow a relevant and fun tool to use. Most of the users were not experienced with smartphones. Still, after a thorough introduction, they managed very well with adding touchpoints.

“I am more honest (also about the negative feedback) with the app than I would be with a normal shallow survey form”.

“I would like to keep the touchpoints as memories”.

2. from the hosts’ perspective

Through the use of the app Hurtigruten got rich insights into the passenger’s experience: small details are mentioned that wouldn’t necessarily be discovered through a regular customer survey:

“Panorama lounge: This is a lovely lounge. And, while there is plenty of room to sit, the seats facing forward are often “reserved”. It would help if at the welcome talk that guests were told to remove their books, coats etc. when they left the lounge rather than reserving the seats until they came back.”

The feedback is more detailed than Hurtigruten would get from the regular survey form they use:

“We really like the fact that we can get the middle of the night intercom announcements in our room. We just responded to one announcement that Nordlys were on the port side. We went to the observation lounge on deck 7. Unfortunately, even though the lights in the panorama room were muted, there was still too much inside and deck side light so we could not see the Nordlys. Fortunately we had brought our winter gear with us so we could go outside right away. We found a number of dark areas along the 5th deck walkway and on the 7th floor back deck. We enjoyed the show, which was subtle but thrilling. Of course with the wind chill from the combined ship speed and nature’s wind being rather nippy (as in freezing all exposed skin), we were not able to stay outdoors to watch as long as we wanted. So a suggestion is to mount a webcam at one or more good (dark) spots on the ship and have a TV channel that would allow viewing in the warmth of the inside. I do admit we are wimps!”

OVERALL IMPRESSIONS

- 1 Touchpoint (rated: +1 - positive): "Nice to go for a walk in the city".
- 2 Touchpoint (rated: 0 - neutral): "Cabin. Looks old".
- 3 Touchpoint (rated: +2 - very positive): "The cabin had many nice touches such as the coat rack seen in this picture".
- 4 Touchpoint (rated: +2 - very positive): "Buses for excursion to Nordkapp".
- 5 ServiceFollow: Customer journey of a guest on Hurtigruten cruise.
- 6 ServiceFollow: The cabin as a touchpoint of a guest on Hurtigruten cruise (anonymised).

