



Cunard sells luxury cruises by phone

Objective

Cunard wanted to undertake targeted telemarketing for its premium cruises to test customer acquisition and relationship development. The campaign objectives were to:

- generate interest
- gather marketing information
- generate bookings
- gain a return on investment

Solution

Cunard came to Broadsystem, as they did not have these particular outbound calling skills in-house. Telephone agents were selected based on specific experience requirements. We provided the sales training and Cunard provided the knowledge training.

Results

Within the database of contacts, 10.5% had cruised before and 89.5% had not. These results proved to Cunard that its customers **are** willing to book when they receive an outbound call:

- the conversion rate of the campaign as a whole was 8.7%
- the return on investment was almost 200%
- the conversion of bookings made to referrals is 2.39%
- Cunard was provided with market intelligence and received increased brand awareness
- the programme reinforced the brand quality standards of Cunard, a company that continues a tradition of luxury cruising begun back in 1840.