



Improving quality-of-experience for guests at one of the world's leading cruise lines



# Improving guest experience to save millions in annual lost revenue

## OVERVIEW

Founded in 1972 and based in Miami, Florida, Carnival Cruise Lines is one of nine cruise ship brands owned by Carnival Corporation which generates revenue in excess of \$11 billion per year. Carnival Corporation is one of the world's largest cruise lines.



## CHALLENGE

On-board WiFi generates \$120MM+ in annual revenue for Carnival. Guest demands for refunds for on-board WiFi service experience were costing Carnival millions of dollars each year. Carnival needed a way to manage and improve quality-of-experience for guests to mitigate lost revenues due to on-board WiFi performance.

## SOLUTION

N3N delivered a solution that enabled Carnival to measure and grade WiFi performance for passengers and crewmembers including data consumption usage patterns. Real-time monitoring and visualization was established for all APs, network devices, applications and servers to give on-board IT technicians visibility to network infrastructure.

## OUTCOMES DELIVERED

- Reduced meantime to detect and resolve issues by enabling visibility into network infrastructure for on-board IT technicians
- Reduced WiFi refunds by 10%
- Savings of millions in annual lost revenues
- Set the stage for further monetizing on-board WiFi service through tailored digital ads, offers, etc.

## MONITORING & VISUALIZATION OF GUEST EXPERIENCE



- Unprecedented visibility into the guest on-board WiFi experience
- Ability to measure and grade every passenger and crewmember's WiFi and the satellite downlink (real-time and historical data)
- Monitoring for all APs, network devices, applications and servers
- Ability to examine data consumption – pages visited, sites visited, dwell time, etc. for deeper understanding of guest experience





## About N3N

N3N provides the world's #1 operations visualization platform. Leading brands and smart cities across the globe trust N3N to deliver innovative Internet of Things solutions and achieve transformative business and operational outcomes. Our dynamic operations visualization platform seamlessly converges data from sensors, connected devices, video and more in a single view for real-time actionable insights that drive real-world decisions. Founded in 2012, N3N is a Cisco venture-backed company headquartered in San Jose, California.