

# Cruise Line Launches Platform to Revolutionize the Hospitality Industry



## Customer Profile

One of the world's largest cruise line brands.

- 120,000+ employees
- 20+ ships
- 11 million+ passengers annually

**Kforce's deployment team coordinated hundreds of third-party vendors across the globe to launch a cutting edge platform.**

## Challenge

The goal of one of the world's largest cruise lines was to develop a cutting-edge platform and unique wearable device to gather data analytics on their guests' purchasing and activity behavior. This information would enable the cruise line to analyze the data and immediately tailor and enhance their guests' experience. The company was several months behind schedule during the infrastructure phase and struggled to find qualified resources. The director of the Project Management Office (PMO) leading the pilot project turned to Kforce because of our six-year relationship and success with delivering niche resources.

## Solution

Kforce and the director determined that they would need 25 technical resources to accomplish the following objectives:

- Deploy the infrastructure aboard the ship necessary to operate the device
- Plan, budget and create a timeline for project delivery
- Coordinate hundreds of third-party vendors across the globe for deployment

## Outcome

The real-time data collected by our team is enabling the cruise line to immediately elevate their guests' experience and is eliminating massive amounts of paperwork. The success of our contractors has opened additional opportunities (DevOps, Network technicians and Deployment techs) in the operational support area to support future ship deployments.

# Platform Revolutionizes Hospitality Industry

## Travel and Entertainment | Case Study



25

niche resources

### Challenge

The goal of one of the world's largest cruise lines was to develop a platform and a unique wearable device to gather data analytics on guests' purchasing and activity behavior. By gathering real time analytics on their guests, the company would be able to analyze the information and make decisions to improve the guest experience in real-time. The device would take the burden of delivery service off of the crew and offer a new level of service by accomplishing the following:

- Serve as the guest identification card, currency and room key
- Enable them to find family members and friends
- Tailor personalized experiences and interactions for each guest

The cruise line's plan was to start with one pilot ship and eventually replicate this device and program throughout the entire fleet. The company needed teams to design, develop and deploy the device.

The company's senior leadership decided this initiative would be completed in phases: design, production, infrastructure deployment and adoption and support over a three-year period.

The company was several months behind schedule during the infrastructure phase and struggled to find qualified resources that would commit to a multi-year project. The director of the PMO leading the pilot project turned to Kforce because of our six-year relationship, flexible engagement model and success with delivering resources.

### Solution

Kforce and the director determined that they needed 25 technical resources to accomplish the following objectives:

- Deploy the infrastructure aboard the ship necessary to operate the device
- Plan, budget and create a timeline for project delivery
- Coordinate hundreds of third-party vendors across the globe for deployment

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**72**

hours turnaround  
time

### Solution (continued)

Kforce leveraged our national delivery team and recruited the following skillsets within 72 hours:

- Program Managers
- Security and Infrastructure Project Managers
- Project Coordinators
- Cloud, DevOps and Security Engineers
- Database Administrators
- Deployment Technicians

Our development team was responsible for building the architecture to construct a common model. Their goal was to replicate the model for future ships. The team was focused on database administration and enterprise deployment.

In addition to building the architecture, our team coordinated hundreds of vendors across the globe for the deployment. The following objectives had to be accomplished in 10 days while the ship was in dry dock, otherwise, the project would fail and cost the company millions of dollars.

- 7,000 sensors on the ship
- 75 miles of cables
- 4,030+ high resolution screens
- Installation and testing of three virtual antennas

### Outcome

Our consultants met their target live date which was critical since they came in when the company was several months behind. The pilot device has been working for several months. Our team has contributed to building a successful model that can be replicated throughout the fleet.

The data our team is collecting is enabling the cruise line to revolutionize the guests' experience by providing real-time and predictive analytics and alleviating the crew of an endless amount of paperwork.

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Travel and Entertainment | Case Study



**100%**  
retention

## Outcome (continued)

Kforce has retained 100% of its contractors throughout the project which was significant due to the length and complexity of the project. The success of our contractors has opened additional opportunities (DevOps, Network technicians and Deployment techs) in the operational support area to support future ship deployments.

The company's analyst expects the technology to increase profits in multiple ways. The analytics will allow the company to understand where their guests are spending time and how they can enhance their overall experience on the ship.

## About Kforce

Kforce is a leading Technology and Finance & Accounting professional staffing services firm with a national network of over 60 offices, two National Recruiting Center locations in Tampa and Phoenix and more than 2,000 staffing specialists. Annually, we engage over 23,000 highly skilled professionals in both flexible assignments and direct hire placements with more than 4,000 customers of all sizes, including 70% of the Fortune 100.