

## EXECUTIVE CONSULTING

### Our ferry consultants

We have drawn together a team of highly experienced executives from every discipline within passenger vessel management, giving you the opportunity to source any role that you may require in your management team either for a short term project or longer assignments.

### Why consultants from Carus?

With the global spread of the passenger vessel industry it can be a challenge to find the right expertise locally to suit the very specialised tasks and roles involved in running a successful ferry organisation. Using our position in the industry we have recruited some of the industry's most respected senior executives to join our consulting service and we will work with you to match the right skills to your maritime problem.

# carus

## ABOUT CARUS

Carus has extensive experience in passenger vessel operations processes. Our industry experts from diverse fields can assist in streamlining your operations and developing your market and sales strategies to increase revenue and cut costs.

By using our specialised IT software solutions for reservations, ticketing, on-board sales, information and entertainment, check-in, boarding control, relations and business intelligence, you can be assured you have an IT partner who fully understands your business.

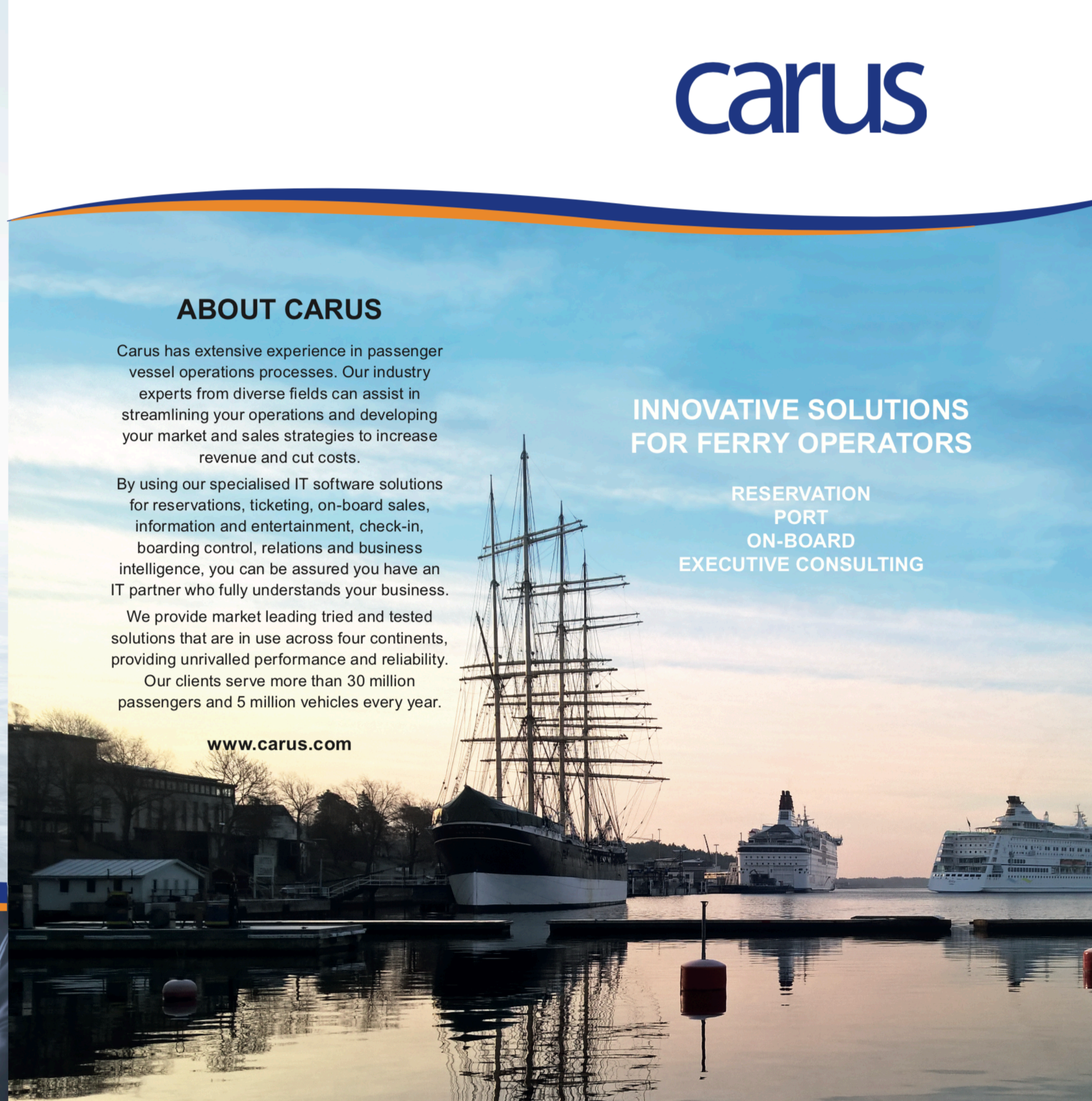
We provide market leading tried and tested solutions that are in use across four continents, providing unrivalled performance and reliability.

Our clients serve more than 30 million passengers and 5 million vehicles every year.

[www.carus.com](http://www.carus.com)

## INNOVATIVE SOLUTIONS FOR FERRY OPERATORS

RESERVATION  
PORT  
ON-BOARD  
EXECUTIVE CONSULTING





## RESERVATION

### Rules based products and pricing

By using Carus Reservation you can implement advanced product rules to ensure that you get the right price from each passenger. Using dynamic and demand based ticket pricing will enable you to attract passengers in a highly competitive market and earn trust and loyalty by favouring your most frequent travellers with targeted promotions and loyalty schemes. By focusing on the overall spend of each client, including on-board and repeat travel, you can ensure that you serve all your clients with the relevant services at the right price every time.

### Put the sales back into telesales

Powerful and efficient functionality gives your tele-sales staff all the booking tools they need to register requests, present alternative sailings and products, and upsell optional extras during the booking process.

### Sell all your products on the web

Carus ecommerce solutions are optimised to reach passengers irrespective of the device they use. With responsive design all your content and booking functionality neatly adapts to any screen on PC, laptop, smartphone and tablet.

### Distribute to clients on a global basis

Link your inventory to all the global ferry GDS systems for your international customers. Sell your products through online agents and travel portals, and have direct B2B booking channels for your partners and freight clients.

## PORT

The process of checking in and loading passengers, vehicles and cargo is a time critical operation. Carus' secure and easy-to-use port functionality covers all port processes related to check-in and loading as well as boarding of passengers using fixed infrastructure as well as portable equipment.

By automating your port processes you will enhance and streamline your customer services. Carus provides solutions to:

- Sell tickets using self-service ticket kiosks
- Print boarding cards at home or with self-service kiosks
- Board passengers via turnstiles and gates
- Check-in vehicles at intelligent barriers
- Check-in and board with handheld devices
- Identify customers by loyalty cards or biometric data
- Support your customers and manage the automation equipment through a Central Control Room

Carus provides both software and hardware for port automation solutions. All equipment (ticket & check-in kiosks, vehicle automats etc.) can incorporate your corporate colours and logo. Self-service devices can be set up with on-screen guidance to support multiple languages. Fixed information labelling can also be provided in the predominant local language.

## ON-BOARD

The Carus Onboard suite includes sales functionality for on-board retail shops, restaurants and bars, as well as full stock control for on-board stock management and shore side central warehouse and purchase management.

Additional modules provide passenger information screens and entertainment services for cabin TVs and WiFi networks.

### Our on-board services include

- Supply chain management
- Product/price management
- On-board and ashore stock
- Inventory control
- Hand held terminals
- Staff management
- Multi-taxation, multi-currency, multi-locations
- Video on-demand over WiFi and on cabin TVs
- Booking information available on-board
- Pre-selling of retail goods

