

# carus

## monthly newsletter

SPECIAL EDITION  
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New  
client!



**Baja Ferries**  
Going from manual to  
state-of-the-art in one  
hit with **CarRes** and  
**Winpos Cruise!**



# Baja Ferries

From manual to state-of-the-art in one hit with CarRes and Winpos Cruise!

Carus is maintaining speed and focus through these strange times and is pleased to announce that the Mexican ferry operator **Baja Ferries**, is taking on the **CarRes** reservation system and **Winpos Point of Sale** to digitalize their services.



"We very much look forward to working with **Carus** in this project. Due to the current travel restrictions we will get the project underway with several online meetings. Investing in what we consider to be the most professional booking system on the market is important for **Baja Ferries** to prepare our business for when the world opens up again. **Baja Ferries** have continued operations throughout this pandemic to provide transportation services for essential goods and passengers."

—Ángel Ariel Pozo, CEO of Baja Ferries.





**Baja Ferries'** decision to invest during the COVID-19 pandemic sees them come out of it even stronger than before. To date they have used several systems and a great deal of manual labor to run their day-to-day business. This is all about to change when they install **CarRes** and **Winpos**. **CarRes** takes care of both the passenger side and the increasingly important freight bookings and operations. Meanwhile **Winpos Point of Sale** will enable them to easily manage and integrate their sales onboard.

*"With our sister-company Winpos and the Carus Onboard solution we can handle pre-orders, ticket and meal-combos, shopping and much more. With all the systems translated into Spanish we are able to digitalize all passenger interactions for Baja Ferries."* –**Anders Rundberg, CEO of Carus.**

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*continued operations throughout this pandemic to provide transportation services for essential goods and passengers."* –**Ángel Ariel Pozo, CEO of Baja Ferries.**

*"Our proven and reliable solution is an off-the-shelf application designed to support call centre and web sales, as well as port operations."* –**John Bertell, Director of Sales, Carus.**

Alongside the CarRes system, Carus will deliver its online booking platform that delivers a complete booking experience for the end customer.

*"We visited a Carus customer in Alaska and saw first-hand how efficient and easy Carus solutions are to use. We met with the system administrator there and realized that only one full time person is needed to manage the solution for their vast network of 35 ports and 12 vessels, operating all along the Alaskan coast. We learned that since implementing CarRes they had reduced their call center staff by 75%. Since Carus online booking system made the user experience so much easier most of their bookings now come through online channels."* –**Enrique Barrios Fosado, CIO of Baja Ferries.**



## About Baja Ferries

With 15 years of experience, Baja Ferries are the leading logistics and shipping group servicing cargo and passengers in Mexico. They offer integrated, multimodal logistics solutions in the handling of goods, as well as a complete travel experience for their passengers. Their vessels connect Baja California Sur with the rest of the country on two routes in the Sea of Cortez: Topolobampo-La Paz-

Topolobampo and Mazatlán-La Paz-Mazatlán. Thanks to the standard and efficiency of their services they have won the trust of their clients allowing them to become an important engine to social and economic development in the region.

Currently more than 75% of consumer goods and raw materials that arrive in Baja, California Sur pass through the Sea of Cortez to get to the Mexican mainland.





# Carus Cares

*-the way **you** travel*



Because we take great care of **your passengers**; at the moment they decide to **book**, when they arrive at **boarding** and when making transactions **onboard**.

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

## carus

Reservations, Port Automation, Onboard

Carus is the world leader in IT  
solutions for Ferry and Cruise!