



Cruise Provider

Industry - Travel, Tourism & Entertainment (Luxury Ocean Cruises)

Products Used - Community Cloud
Marketing Cloud
Salesforce Platform (Journey Builder
& Email Studio)






Industry

Travel, Tourism & Entertainment

A globally-recognized, award-winning provider of luxury ocean cruises.

Products Used

-  Community Cloud
-  Marketing Cloud
-  Salesforce Platform

Challenge



A luxury ocean cruise provider engaged Gerent to establish the Salesforce foundation it needed to increase global market share and optimize sales/ marketing operations. Strategic goals included:

- Achieving significant market share within the river cruise segment
- Identifying and engaging target audiences relevant to the river cruise segment
- Creating a new online portal for travel agencies that cater to high-net-worth ocean cruise customers
- Obtaining a solution that would support direct sales & marketing initiatives and integrate with internal CMS systems — without requiring the company to pay significantly more

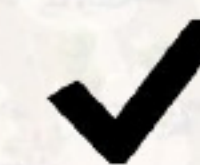
Value Delivered



To help the cruise provider expand into the river cruise segment, Gerent implemented a multipart Salesforce solution. Our team:

- Replaced the company's existing CRM — which couldn't be integrated with the company's internal CMS systems without a substantial investment — with Salesforce
- Used Community Cloud to build a more user-friendly portal for travel agencies
- Implemented Marketing Cloud to help our client identify, target, and engage customers in new target markets
- Leveraged Email Studio to build and track highly-targeted email campaigns
- Used Journey Builder to usher leads through the conversion pipeline and successfully cultivate contacts into customers

Results



Gerent has empowered the luxury ocean cruise provider to:

- Achieve necessary functionality without exceeding budget limitations
- Obtain crucial visibility into key market segments
- Facilitate better booking experiences for travel agents/agencies who specialize in luxe vacations
- Leverage email automation to reach prospects