



# netTALK Maritime and Norwegian Cruise Line Case Study

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[nettalkmaritime.com](http://nettalkmaritime.com)

## The Background

Cruises offer their passengers the ability to leave their worries and anxieties back home, allowing them a life of luxury while stopping at some of the premier coastal destinations around the world. But while relaxation is the most important thing for most passengers, communication with loved ones while aboard the ship remains a primary – and largely unfulfilled – concern as well.

In general, cruise lines have all sorts of communications issues while on the open ocean – especially when it comes to the lack of a strong internet connection. They do have internet capability using satellites, but it tends to be very expensive and thus unsustainable. To make calls to fellow passengers on the same ship, the call has to first travel off the ship to a satellite in space, back down to an earth station, over to the phone provider, and then finally back to the ship.

Thus, it can be costly for guests to communicate with anyone they know on the ship, many times not knowing where they are until they return to their room. Also, it remains difficult to contact loved ones back home using commonplace tools such as Whatsapp and Skype via the satellite. netTALK Maritime takes advantage of improved WiFi networks on the ships and more advanced cruise applications to offer a means to communicate with anyone on board. Being able to communicate onboard the ship, for a nominal fee, without having to buy an internet package to stay in touch with friends/family, is priceless.

The lack of communication for passengers cruising may also result in [missed revenue streams](#) coming from in-app purchases from rooms throughout the trip. Cruise lines need to be able to interact with guests throughout their voyage in order to maximize their revenue opportunities. For this reason, Norwegian Cruise Line (NCL) recently approached telecommunications company netTALK Maritime to help them find a solution to this problem.

## The Approach

NetTALK Maritime has over 10 years experience in telecommunications and presented a solution to help Norwegian Cruise Line improve their telecommunications while out at sea.

The Cruise Norwegian App, which has netTALK Maritime's telecommunications technology built-in and available on the entire Norwegian Cruise Line fleet, allows guests to automatically connect to the onboard wifi network to stay up-to-date on the comings and goings of everyone they are cruising with and direct calling from the app to the various guest services on board the ship.

Guests are also given the ability to make off-ship calls to loved ones through the application for a nominal fee. With Cruise Norwegian, guests have the capability to make outbound calls to nearly every country in the world. In addition to being able to keep in contact with anyone currently on the ship, ensuring that they are able to know where their friends and family are at all times.

## The Results

After initial success with one ship, netTALK Maritime has gone on to deploy telecommunications on the Norwegian Cruise Line entire fleet of 17 ships. This case study is still in its initial stages – most vessels have not even been live for a year. Even so, Norwegian Cruise Line has seen a **26% spike in communication package sales from passengers**. At year's end, this is expected to hit 50% of passengers sailing on all NCL ships.

With access to Norwegian Cruise Line's entire fleet of 17 ships, the Cruise Norwegian App is exposed to over 2.8M passengers per year. netTALK Maritime is currently deploying its technology on NCL's latest ship, **NCL Encore**, with a passenger capacity of 3,998 passengers – another 210,000 passengers per year – bringing the total number of potential users up to 3 million guests per year.

In summary: By year's end, we expect at least 1.5 million passengers out of this total to interact with the app per year.



## The Takeaways



Customers enjoy and engage with the app, spending more while they are onboard



Once aboard, the app helps enhance the user experience by allowing passengers to stay connected with friends and family onboard through the app's unlimited onboard calls and messages for the duration of the cruise. Groups onboard can also organize meetups, stay in contact, and share their favorite photos with everyone in their party with group messaging through the app. netTALK Maritime's robust technology allows guests to enjoy a cruise vacation with greater communication and connectivity amongst friends and family onboard just as if they were on a land-based vacation.



Norwegian Cruise Lines, with the help of netTALK Maritime, became the leader in communications in the cruise line industry through high-quality voice and messaging features.



netTALK installed the system in 17 ships worldwide ahead of schedule. Norwegian Cruise Lines wanted the deployment to take two years, but it only took one year while staying under budget.



Norwegian Cruise Line's tech-first passenger mentality promotes future collaboration with netTALK Maritime for future partnerships.

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