



# IMPROVED OMNI-CHANNEL CUSTOMER EXPERIENCE FOR FIVE MILLION FERRY PASSENGERS

POWERED BY PAYMENT EXPERT ALTAPAY IN COPENHAGEN

## The customer journey has never been more seamless.

### Thanks

to a tailor-made order and payment solution delivered by retail expert AltaPay, alongside its partner LS Retail, shipping and transportation company DFDS can now intelligently assist its over 15.000 daily passengers from their online orders to their destinations using one single platform. Despite a fast-growing number of payment methods, the customer journey has never been more seamless. Reaching no less than five million passengers in 2018 from all over the world, DFDS teamed up with payment expert AltaPay to strengthen its position as one of the Danes' preferred places to kick off their vacation.

To improve the customer journey, from online order to onboard entertainment like shopping and restaurants, DFDS implemented an all-in one booking system across all its nine passenger routes, which is currently being fine-tuned to support all passenger business, along with a team of technical, licensing and management staff from AltaPay and LS Retail.

The new system also simplifies processes and creates a simple overview of all payment transactions. DFDS can now intelligently assist passengers prior to their departure with personalised, relevant offers as

well as granting easy access to all preferred local payment methods including cash-free options onboard. Alongside software and integration partner LS Retail and DFDS is implementing Mobile POS and Mobile Inventory on a mix of over five hundred PAX A920 and Ingenico Lane/3000 terminals combined into one omni-channel solution on all of its eighteen vessels.

### Seamless integration and fewer manual processes.

“We want to use new technology to create a seamless integration between our booking service and POS system. Ultimately, our goal is to improve the customer journey. With more than five different touch points per customer, we can now collect all of our hundreds of millions of customer transitions into one system. Furthermore, we now have a portable cross-device all-in-one solution with access to all current and future payment methods,” says Xavier Kemp, Director - Tribe Lead Passenger at DFDS.





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## Converting data into insights.

### Facts

#### DFDS' new payment solution.

- ✔ DFDS started implementing the omni-channel solution in 2018 and expects to reach full integration in 2020.
- ✔ DFDS has 24/7 access to AltaPay's support for smooth dialogue with software and implementation partner LS Retail.
- ✔ During the first year, DFDS has seen significant operational savings on transactions both online and in-store.

### According to

Neil Browning, Director – Sales & Partnerships at AltaPay, DFDS is currently taking a major step towards the seamless customer journey, but the experiment applies to all companies.

### The AltaPay solution

The first step is to ensure that all payments are handled swiftly, whether online or in-store. The data produced should be converted into useful insights that can actually improve the customer experience

moving forward," says Neil Browning from AltaPay and continues:

"DFDS could become the new standard because of its scale and the preliminary results, but also because it applies to companies outside of the industry. The key to delivering the best customer experience is to track and convert transaction data into simple, actionable insights. The result is a single view of the consumer across multiple channels, which means better service delivery, greater personalisation of marketing and the ability to provide better customer experience wherever and whenever a shopper engages with your brand."

### Benefits

#### Payments less complicated.

Since teaming up with AltaPay and LS Retail, we have eliminated many unnecessary manual processes in our finance and IT departments. This means that it now takes just two employees to oversee all of our transactions because the platform has become so transparent and agile. We are already seeing significant operational savings on transactions, both online and in our stores, and we are very much looking forward to enjoying the full benefits once we reach full integration in 2020." says Xavier Kemp, Director - Tribe Lead Passenger at DFDS.



DFDS CAN NOW INTELLIGENTLY ASSIST PASSENGERS PRIOR TO THEIR DEPARTURE WITH PERSONALIZED, RELEVANT OFFERS.

