



Background

For cruise lines, the phone call is the vital bridge between a digital browser and a high-value booking. However, high-end travel requires nuanced conversations regarding upgrades and perks that websites cannot easily replicate. Losing these connections due to unbranded numbers means losing a peak intent and multi-thousand-dollar relationship.

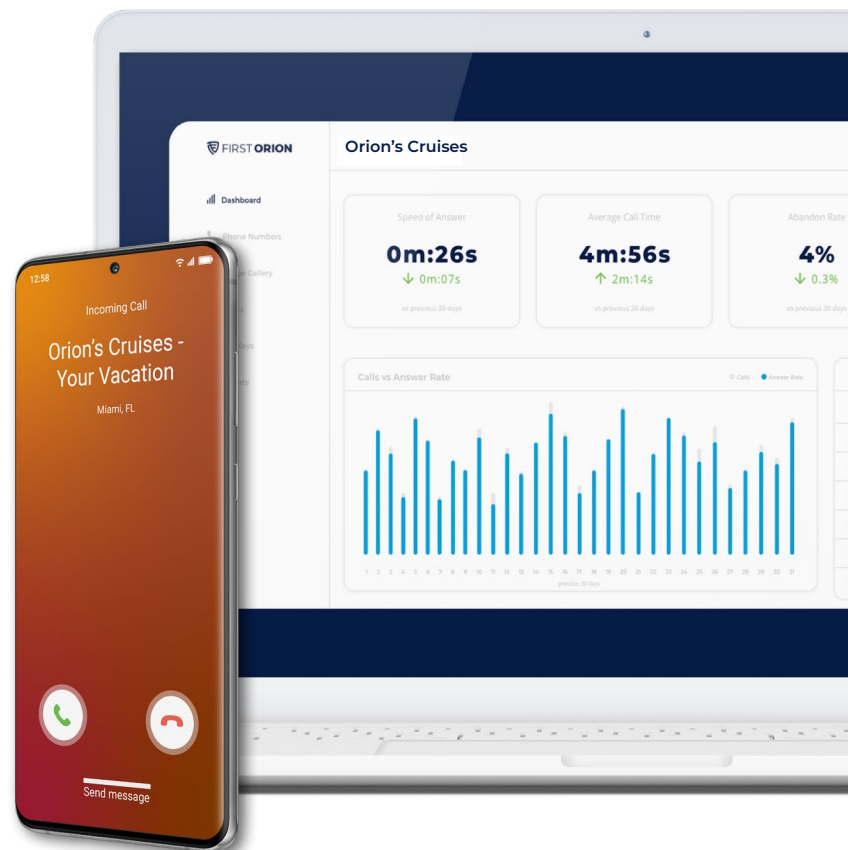
Overview

A cruise line struggled to rebook previous passengers because its outbound calls were indistinguishable from the daily deluge of robocalls. Even loyal travelers were hesitant to answer, leading to defensive interactions, short call durations, and stagnant conversion rates.

Solution

By implementing INFORM® Branded Calling solution, the cruise line replaced anonymous numbers with its official brand name, ensuring that every answer came from a high-intent passenger ready to discuss their next vacation.

The quality of the connections skyrocketed, resulting in a 27% lift in calls lasting 60 seconds or longer. This transparency turned every engagement into a high-value conversation, ultimately driving a 9% increase in conversions.



27%
INCREASE
in Engagement
Rate

9%
INCREASE
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Rate