An aerial photograph of a tropical resort with numerous overwater bungalows, a sandy beach, a swimming pool, and a tennis court. The sky is overcast and the water is a deep blue. The text is overlaid in the center of the image.

**HOW ZUCI HELPED BUILD A SELF-SERVICE KIOSK APPLICATION TO ACHIEVE  
RAPID GROWTH FOR THE WORLD'S LARGEST LEISURE COMPANY.**

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**CASE STUDY**

## A MINIMUM VIABLE PRODUCT (MVP) DEVELOPMENT CASE STUDY



The client is a leading British cruise line creating authentic travel experiences on land and sea for over 180 years, wanted to improve shore excursion experience with a self-service offshore booking platform for across touchpoints.

The main objective was to provide a more tailored travel experience to customers in sync with emerging technologies for rapid business adoption and growth.

## PROBLEM STATEMENT

Our client is the world's largest leisure company with a fleet of more than 100 ships visiting more than 700 ports globally. And with over 11.5 million guests sailing every year with our client's fleet, the company faced difficulties in offering a wealth of shore experiences for all tastes and activity levels.

Even before the cruise journey starts, the tourists cursing had to prebook the shore excursions when booking the cruise itself.

And, after boarding the cruise, the client handled the entire shore excursions manually, such as excursion booking, pass issuance, rebooking, payments, etc. The cruise executives carried this out by handing out physical excursion brochures, physical printouts to each tourist.

Also, the client could not market and sell the excursion at scale, as executives had to explain everything verbally to every tourist. And repeat the same for every port for multiple tourists, which created a bad customer experience.

To overcome the challenges of hiring more executives and providing training to promote shore excursions, the client wanted a cost-savvy offshore solution promoting tourism and offering a superior customer experience.

## BUSINESS GOALS



Online booking of shore excursions



Effortless and convenient booking experience considering the non-techie customer base (especially for senior citizens)



Promote tourism for all tastes and activity levels



Integration of marketing catalogs, excursion brochures, photographs and excursion details directly into the online Kiosk application



Single, hassle-free access for shore excursions and across ship amenities



Automating all manual shore excursion booking processes



Ease-of-use, scalability, and cost-effectiveness

## SOLUTION



Our business analysts initiated the project by evaluating the existing shore excursion process, challenges and requirements to define the success metric beforehand. This research helped our project team comprehend several functional and business needs.

After understanding the immediate need for an online application, our software architect selected rapid application development architecture to deliver the Kiosk application and custom web applications (with full integration to kiosk application) to regulate the Kiosk application data and assist with database management.

With Zuci's experienced software delivery team, the application was completed on schedule. This allowed our client to save both time and capital while modernizing its brand and securing its world's largest leisure company presence.

## HOW ZUCI SYSTEMS HELPED?



Our business analysts collected the requirement by conducting an onshore 4-day workshop with the stakeholders



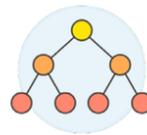
Prepared a Business Requirement Document (BRD) by understanding the overall requirement, end-to-end shore excursion experience, challenges, and business goals



Identified technologies for Kiosk application and custom web applications (to regulate the Kiosk application data and assist with database management)



Understanding business requirements, our digital engineers selected RFID (Radio Frequency Identification) card functionality for the Kiosk application to help tourists with easy sign-in access and booking



Grouped all the broad features of implementation cycles into release cycles

Continued →

## HOW ZUCI SYSTEMS HELPED?



Our developers started coding for the backend parallelly with the design team to accelerate the project development



Provided functionalities for tourists to see a wide range of shore excursions with multiple filtering (Filter by activity level, duration, departure time, experience type, etc.) and sort (by price, date, duration, etc.) options in the Kiosk application



Incorporated exclusive partner destinations around the world and connected directly with the onshore trip manager via email and phone integrations



In order to regulate the application data and assist with database management, the team were parallelly tasked to develop a web application that was fully integrated with Kiosk application to provide up-to-date shore excursion information

Continued →

## HOW ZUCI SYSTEMS HELPED?



Enabled manual upload, auto-sync, and over the air (OTA) sync of the content database for up-to-date shore excursion information



Also, parallelly, developed an admin web application for administrators to access the Kiosk application, add, edit and map user accounts, send notifications, view excursion booking data, and create and manage special events



Deployed and tested the solution on the client's staging environment and handed over the application guidelines



Post acceptance of stakeholders, our team moved to production, followed by ongoing support to stakeholders with workshops and Q&A sessions

## BUSINESS OUTCOME

**89%**

reduction in employee effort (equivalent to 200 FTEs)

**29%**

increase in NPS (Net Promoter Score)

**10%**

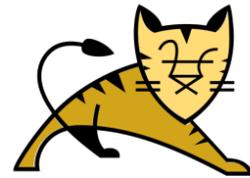
faster booking processes

**37%**

increase in revenue

ROI realized in **3 months**

TECH STACK





**EXPEDITE YOUR BUSINESS IDEA WITH A QUALITY TEST VERSION OF YOUR DIGITAL PRODUCT.**  
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