

**Industry:** Cruise Line Company

**Technology:** Informatica

**Use Case:** MDM SaaS, Improved Customer Satisfaction, Personalized Marketing



Royal Caribbean Group

## LumenData is Helping Royal Caribbean Group to Consolidate 100+ million Customer Records Using Informatica SaaS MDM

### Objectives

RCG is modernizing their digital technology stack, & the current legacy MDM plays a vital role in operational process.

Modernize Oracle MDM and Silversea MDM to provide faster & better value to the operations & establish business scalability.

Establish a better consolidation of the guest using modern SaaS MDM platforms AI enabled matching capabilities.

Improve customer experience by providing better Data stewardship to 3000+ customer support agents.

Establish a single view of guests across all three brands to the data stewards to improve personalization & customer experience

Establish a single view of guest for better personalized and targeted marketing

### Solutions

- Deploy Informatica SaaS MDM to consolidate guest records from Oracle MDM and Silversea MDM to provide single view of guests.
- Utilize LumenData's proprietary migration accelerator to Migrate guest data from legacy mdm to SaaS MDM.
- Implement custom-built Customer 360 UI to improve the front-end user experience to 3000+ Users.
- Consolidate guest data with AI enabled match rules.
- Established capabilities to the inbound & outbound integrations using IDMC platform so there are close to zero change management required from the downstream and upstream systems.

### Outcome

Single view of customers across the 3 Brands.

Faster, better consolidated MDM which enabled operational efficiency and business scalability.

Accurate customer data, enabling improved Guest personalization.

Improved customer identification, enhancing conversion rates of customers.

Better Data Stewarding experience which improved customer satisfaction.

Better personalized marketing to improve business scalability.