> **CHALLENGE**	Optimize management of guests and their experience on board the Costa Crociere ships
> **MARKET**	Leisure
> **APPLICATIONS**	Identification, access control, payment
> **EVOLIS SOLUTIONS**	Dualys card printer

Aboard the Costa Crociere ships, one single card for identification, access control and payment

Costa Crociere group, the largest Italian travel group and Europe's n.1 cruise company, welcomed 2.15 million travellers in 2010 on their cruises, all around the world. With such large-scale operations, smooth organizing at every stage is a priority, so that guests can be welcome in the most hospitable way with the aim of exceeding their expectations. This is the very reason why each passenger receives a personal card upon boarding: the Costa Card. And the Evolis printers are part of this journey to customer excellence.

3.5+ million cards personalized by Dualys every year

A second card...for emergency evacuations

Along the Costa card, a second card for emergency drill purposes is also given to all passengers. The card is personalized on board before the cruise begins. It details the safety and evacuation processes and designates the emergency meeting point. It also carries the personal details of the passenger. This badge is attached to each life jacket during the safety procedures at the arrival.

The Costa Card, a multi-feature card for passenger comfort!

A Costa Card is provided to each guest as they start their journey on any of the Costa Cruises ships. Each card is personalized on board a few days before boarding time, and then handed to each guest upon their arrival on board. The Costa Card mainly serves as an identification badge. It contains personal details of its holder, as well as dates of cruise. This information is printed on the badge, in text and as a barcode, as well as encoded on the card's magnetic stripe. With this wealth of information hosted on a single support, the Costa Card plays the role of a passport to a wide range of applications. For safety reasons, a picture of each passenger is taken when embarking. Upon boarding the ship, a handheld device scans the bar code and displays the holder's picture. This access control process is carried out within mere seconds. Thanks to the Costa Card, welcoming travellers is carried out seamlessly, thus avoiding tedious and lengthy lines when hopping on and off the ship. With up to 7,000 people boarding or disembarking on any single day, on a shore visit for example, the traffic is therefore optimized. On some ships, this personal card is also used to access passengers' cabins, which makes the journey even simpler for the passenger. The Costa Card is also used to purchase services on board (bar, shopping, spa, Web access, and more). A guest can make a cash deposit on his card or decide to use it as a payment card, with all purchase amounts being charged to his personal credit card, for example. *"The payment methods offered by the system is an additional service for the passenger and drives our on-board revenues up"*, explains Franco Caraffi, Director of Reservation and On Board Systems, Costa Crociere.

evolis card printers

120 Evolis Dualys printers are deployed on the Costa Cruises ships. On each ship, 4 printers are used as a back office to personalize all passenger cards and emergency cards. A fifth printer is used on a permanent basis at the Guest Service desk to replace lost and defective cards on demand, while another printer is used to deliver staff badges. *"We have noticed that the printers were highly reliable with no failures to report. This really helps us provide our Guests with a premium travelling experience"*, points out

Franco Carraffi. "The Evolis Dualys printer delivers more that 3.5 million personalized cards every year on all our ships." The Dualys card personalization solution was selected for its capacity to speed up card personalization without compromising on quality. Dualys enables dual-sided printing, in monochrome and in color, and can be fitted with multiple encoding technologies: magnetic stripes, smart cards and contactless cards.

Dualys3

Franco Caraffi,
IT Reservation and On Board System Director, Costa Crociere

a ship, each passenger receives a Costa Card that will make his life simpler and enable him to really get the most out of an enjoyable cruise. Centralization is, therefore, not a solution in our case, since such a process would turn out to be complex, lengthy and costly.

with the Evolis printers, and when sailing, knowing that the machines will be reliable throughout our trip gives us true peace of mind. This is exactly the outstanding level of reliability that we require!

How did you learn about the Evolis printers?

We heard about the Evolis printers through Gam Office Service, which was already our partner for support and consulting services with regards to scanning, handheld devices and tablets. We asked them to look for a new solution to print our Costa Cards, knowing that we were experiencing quality and maintenance issues with our previous printing systems. Gam Office contacted Ermes, a distributor who offered the Evolis solutions.

Why did you decide to go for decentralized printing?

Our business model requires it, since we have cruises in different geographies worldwide. We therefore need printers on board each ship, in order to be responsive with regards to our customers and provide them with quick service. When going on board

Can you tell us about the card personalization process on board?

Four days before a guest turns up, we print his Costa Card and emergency card aboard the cruise ship, leveraging the personal data provided when booking the journey. Both cards are supplied to the guests when they arrive. Upon arrival, an ID picture is taken so that identity can be controlled through simply scanning a barcode. Lastly, the traveller selects the payment method to be implemented on his card.

Are you satisfied with this printing process and the Evolis solutions?

Absolutely. We are very satisfied with the Evolis products. The fact that we carry out card personalization on board boosts our responsiveness and flexibility. We are also very happy to see that failures are extremely rare

Costa Crociere Group – key figures

- 26 ships (14 Costa Cruises, 8 Aida Cruises, 4 Ibero Cruceros), offering an overall capacity of 500 guests
- Revenues in 2010: 2.8 billion
- Passengers in 2010: 2.15 million
- 19,000 employees, including 18,000 on board (Costa Cruises brand only)
- 120 Evolis Dualys printers
- 3.5 million cards personalized every year with Evolis printers