

High quality customer interaction is key for Viking Line

With 5.6 million passengers a year, all expecting a safe and enjoyable journey, Viking Line is one of the major shipping companies in the Baltic region. The company is focusing on maintaining a strong brand and excellent customer relations. “With StreamServe EDP we have been able to meet our customers’ requirements in the area of customer communication. We can provide clear documents that are easily understood by the customer. The communication is consistent and follows the Viking Line look, which is important both from a customer and a brand perspective”, says Edward Eriksson, Systems Manager at Viking Line.

The Viking Line ferries constitute a natural element of every day activity at the ports in Stockholm, Kapellskär, Mariehamn, Turku, Helsinki, and Tallinn. When Cinderella, Mariella or one of the other large ferries set out to sea it is a matter of entertaining up to 2 500 passengers.

Viking Line Abp has yearly revenues of around 405 million euros, of which leisure travel stands for the major part. Viking Line also offers regular people transport, and freight services.

The market is very competitive and Viking Line must constantly fight for market share and profitability. The company’s overall ambition is to keep a high level of customer satisfaction and to always exceed customer expectations. This is why it is crucial that all customer interaction is of the highest quality, and that the brand is maintained and continuously strengthened. Passenger safety is also a key priority at all times.

Viking Line uses the ERP system Movex (now Lawson M3) together with a booking system and a separate freight system. StreamServe was implemented in March 1998.

- The question we were thinking about and needed to answer was “how do we present ourselves?” In order to stay competitive and interact with our customers in a way that contributes to our strategic goals – cost efficiency paired with high quality in areas with direct influence on customer satisfaction – we needed to improve our customer documents. It was really important to us that customers get a good impression of Viking Line and that was the main reason we invested in StreamServe, says Edward Eriksson, Systems Manager at Viking Line.

- For Viking Line, customer communication means things like availability of information, access to relevant information via the web, self service and high quality documents. It is also about communicating with our 460 000 Viking Club members, which get special offers and



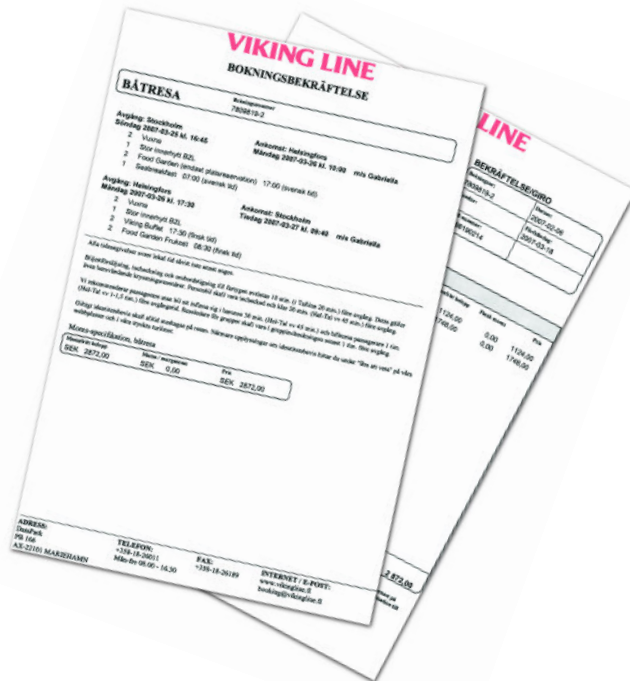
Isabella

discounts. We mostly communicate with our members via e-mail, but in Sweden also by post depending on what the customer prefers, says Edward Eriksson.

- With StreamServe Enterprise Document Presentation (EDP) we have been able to meet our customers’ requirements in the area of customer communication, Edward Eriksson continues. We can provide clear documents that are easily understood by the customer. The communication is consistent, which is important both from a customer and a brand perspective. Independently of which system the data comes from, the documents follow the Viking Line look. We can also support different languages. It is a guiding principle for us to meet customers in their own language, and we now produce all types of documents in five languages – Swedish, Finnish, Estonian, German and English.

Currently, StreamServe is used for approximately 2 000 documents per day. Invoices from the ERP system and the freight system, freight and transport documents, as well as travel confirmations and vouchers are created, designed and processed by StreamServe EDP. When bookings are made directly at a Viking Line point-of-sale, travel documents are usually printed locally in the store, but processed centrally in the booking system and in StreamServe. When contact is made via phone, the customer can choose to have the confirmation sent as a PDF file via e-mail, or by post. Another area where Viking Line uses StreamServe is for e-invoicing. StreamServe EDP produces a data file containing electronic freight invoices, which is sent to an external hub for further distribution to Viking Line's corporate customers.

- The main advantage of StreamServe is that it provides one application to compose and design documents based on data from our different systems, says Edward Eriksson. We do not need to obtain and maintain knowledge about a range of different tools, and we are able to make changes quickly, as the need arises. The possibility to send documents in electronic format is also important; we have been able to complement traditional physical customer communication with



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electronic documents. Another benefit is the reduced administrative time thanks to simpler routines for sorting and printing documents.

Looking ahead, Viking Line will continue to implement processes with the goal to improve and increase customer communication. One of the prioritized areas is to use the web even more and to increase self-service. Another area is to use cross-sell and up-sell opportunities by sending more information prior to the customer's journey, promoting add-ons to the initial booking.

Facts

- In 2006 Viking Line had 5 621 990 passengers, a 4.6 percent increase from the previous year.
- The company has been listed on Helsinki stock exchange since the 5th of July 1995.
- Today there are seven ships which service ports in Finland, Åland Islands, Sweden and the Baltic countries. Two new vessels will be delivered in January 2008 and spring 2009 respectively.
- The company transports approximately 90 000 freight units (trucks) a year.