



Employee  
Mobilization,  
Passenger Safety,  
and Emergency  
Response:

## case study

Carnival Group brands, P&O Cruises and Cunard Line, use Send Word Now for employee accountability following devastating Typhoon Haiyan.

As the world's largest cruise ship operator, Carnival group brands entertain thousands of guests each year and employ a large land-based and shipboard staff worldwide. Every day, the company's luxury ships dock into major ports in The Bahamas, South America, Alaska and other popular vacation destinations. And, every day (since 2013), the cruise line, specifically its UK-based P&O Cruises and Cunard Line, is prepared to respond to critical events using Send Word Now's award-winning Alerting Service.



## Case In Point

In November 2013, one of the strongest tropical storms ever recorded devastated portions of Southeast Asia. Dubbed Super Typhoon Haiyan (known as Typhoon Yolanda in the Philippines), the Category 5 cyclone packed sustained winds of 195 mph and torrential rain. Storm surges as high as 15-19 feet were recorded in some locations.

One of the hardest hit areas was the Philippines, especially the islands of Leyte, where entire cities and towns were largely destroyed. Here, more than six thousand people perished and countless others were displaced. Many remain homeless today and the clean up efforts will continue for years to come.

As a global organization with crew members residing in the Philippines, the cruise line knew it must make every effort to account for everyone in the storm's aftermath. This meant activating the Send Word Now Alerting Service, which the organization had implemented only a few months prior.

"We needed the ability to reach a large number of our crew and their families, across multiple channels," said Andrew Baldwin, CARE and Customer Change Manager for P&O Cruises and Cunard Line. "Send Word Now provides us that opportunity."

Since Typhoon Haiyan, the two Carnival Group brands have expanded their use of Send Word Now to include activations of its emergency response facilities, as well as immediate mobilization of the company's CARE teams. These teams provide assistance and support to others following critical events.

The world-renowned cruise line also activates the Alerting Service weekly to confirm, or update emergency contact information for its UK-based employees. This practice helps the organization ensure its communications readiness at all times.

## The Experience

Prior to implementing Send Word Now, Carnival Group's P&O Cruises and Cunard Line primarily relied on manual notification methods to alert, mobilize and account for employees during critical events. It also utilized a mass SMS (Short Message Service) tool, which required considerable manual intervention and provided only one-way communication. Both proved limited and sometimes ineffective over a period of several years.

"While no single event prompted us to seek other communications alternatives, we ultimately decided to look for an emergency notification system that would enable us to manage outbound alerting across multiple methods," said Baldwin. "Send Word Now stood out as an industry leader and clearly offered the best solution."

Baldwin believes the Get Word Back feature of Send Word Now's Alerting Service to be invaluable to the company. "This capability allows us to not only send urgent messages out, but to also get the feedback we need for a quick and real sense of the numbers. Such information is vital in situations like Typhoon Haiyan, where you need to know employees are safe and okay."

Among the other features and benefits of Send Word Now, Baldwin appreciates remote activation of the Alerting Service via iPhone® or other mobile device, as well as the company's 24x7x365 customer support.

"As a business that provides people with the holidays of a lifetime, safety is our absolute priority. Having a partner like Send Word Now allows us to react to, communicate with and immediately deploy support to our ships, passengers and crew if necessary."

**Andrew Baldwin,**  
CARE and Customer Change Manager  
P&O Cruises and Cunard Line (Carnival UK Group)

