

# Carnival Cruise Lines

## USING THE iProMOH FOR MUSIC ON HOLD



### Overview:

Carnival was previously using CD-based systems to play music for on-hold callers but because they were working 24x7, the units were failing frequently. To handle the large call volume, Carnival installed 8 Interalia iProMOH units because they don't have any mechanical parts to break down and they were easier for staff to update.

### Problem:

Carnival's existing mechanical CD players were running 24 hours-a-day, 7 days-a-week, and were breaking down due to lack of downtime. The CD players experienced dirty lenses, pickup head failures and mechanical parts breaking down. This was a bit of a concern for Carnival's Telecommunications department because it disrupted service to callers and meant staff had to travel to different locations to fix the units.

### Solution:

Carnival wanted to replace the mechanical CD players with non-mechanical devices that could handle the high volume of calls (78,000/day) to their four main call centers. Three are located in Florida (Miami, Miramar and Fort Pierce) and one in Colorado (Colorado Springs). Carnival contacted Chuck Smith and purchased 8 Interalia iProMOH units that now provide music to on-hold callers and co-exist with the Avaya G3R and S87XX PBXs.

Now with the iProMOHs installed, all new music updates are downloaded directly into each iProMOH unit from Carnival's central site in Miami, Florida. This means Carnival staff no longer have to travel to each location to update the music. They can also easily perform downloads days or weeks in advance. This ensures all iProMOHs begin playing the same music at the same time no matter where they are located.

### Benefits:

Carnival experienced many tangible benefits upgrading their CD-based systems to the Interalia iProMOH units. First, Carnival now spends about 85% less time than they used to updating on-hold music. This saves travel costs and allows existing staff to do more productive activities. Second, it is now easy to update multiple iProMOHs from one location, Telecommunications staff can quickly and easily respond to marketing changes. The iProMOHs can be updated at any time if an important change has to be made. Updates can also be scheduled, in advance, during non-peak times, such as when a call center is closed. Third, Carnival can now ensure their marketing message is consistent across multiple locations, since the music can be downloaded to the iProMOH units in advance then automatically played on all units at the exact time marketing wants them to be released. And last of all, Carnival is providing a better service to their callers because recordings are up-to-date and the iProMOHs can handle the huge call volumes without failing.

**"The iProMOHs are helping us be more responsive to our customers and maintain our leadership as the world's most popular cruise line."**

**Michael Hryckowian**  
**Communications Analyst/Engineer**  
**Carnival Cruise Lines**

### Carnival Cruise Lines:

Carnival Cruise Lines has about 3000 staff and is a member of the exclusive World's Leading Cruise Lines alliance which also includes Holland America Line, Cunard Line, Princess Cruises, Seabourn Cruise Line, Costa Cruises and Windstar Cruises. For the past 12 years, Carnival Cruise Lines has earned "best value" honors from the World Cruise & Ocean Liner Society, comprised of thousands of knowledgeable and experienced cruise enthusiasts.

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