

HID Card Issuance Solution for Customer Loyalty Program



HID* launches card issuance solution to simplify and enhance customer loyalty program for Mediterranean passenger line

Attica Group is a maritime company that offers passenger shipping through Superfast Ferries, Blue Star Ferries, Hellenic Seaways and Africa Morocco Link. It operates 32 vessels and provides modern, high-quality transportation services in Greece and abroad. Attica's vessels serve 60 destinations in four countries, connect 71 ports and carry more than seven million passengers and one million passenger vehicles every year.

The Seasmiles program provides loyalty members with exclusive privileges, gifts, special offers and other premium services. Members are rewarded for their ticket purchases and transactions while on board and can redeem points for free tickets or meals and drinks when traveling.

CHALLENGE:

Attica Group was seeking a secure solution to optimize its card management system and improve the user experience of joining the Seasmiles loyalty program.

Challenges included:

- Passengers had to submit handwritten applications on board, which did not protect their personal information
- Card personalization partner **CubelQ** received thousands of registration applications per month, which were often illegible and required additional time to process
- Mailing cards to members was expensive and erroneous as wrong addresses and returned mail increased postal costs
- Applicants often had to wait more than six weeks to receive their physical cards and begin to enjoy membership benefits

“The automated process and quick issuance of Seasmiles membership cards strengthens trust in both our customer loyalty program and our brand.”

— Dionysis Theodoratos
Chief Commercial Officer, Attica Group



SOLUTION:

In partnership with **CubelQ**, Attica Group deployed new self-service Seasmiles kiosks to digitize the application process and centralize its membership services onboard its ferries. Each kiosk **CubelQ's Instant Issuance Application** is integrated with an **HID FARGO® DTC4500e High Capacity Plastic Card Printer and Encoder** for the instant personalization and issuance of the membership cards.

The DTC4500e's dual input hoppers and high-capacity print ribbons equip the Seasmiles kiosks with maximum card input capability to print full-color credentials and supports the continuous and efficient card personalization needs of the loyalty program. In addition, the card cleaning roller within the ribbon cartridge helps produce a high-quality credential and protects the company's investment.

BENEFITS:

Products:

- HID FARGO DTC4500e High Capacity Card Printer and Encoder

Recognitions:

- Best Use of Digital Onboarding – Bronze Loyalty Award '20
- Best New Product/Service Loyalty Initiative – Gold Loyalty Award '20

Seasmiles' fully operational, self-service kiosks are installed on 19 passenger ferries. The integration of the HID FARGO DTC4500e has optimized the membership application process and has improved the membership program's profitability. Cards are automatically issued, which ensures safe delivery to members while saving postage costs.

The Seasmiles kiosks have also enhanced passengers' onboard experience and improved customer loyalty. Within the first 180 days of deployment, Seasmiles member registrations increased to more than 15,000 and the kiosks have personalized more than 40,000 cards.

"HID's FARGO DTC4500e printer and encoder has been instrumental in helping us develop an award-winning innovative system that improves the travel experience of our passengers," said Dionysis Theodoratos, chief commercial officer with Attica Group. "The automated process and quick issuance of the Seasmiles membership cards strengthens trust in both our customer loyalty program and our brand."

The Seasmiles program now has a reliable and user-friendly system that efficiently and securely captures new registrant data, processes the application, and instantly issues cards so passengers can immediately enjoy member benefits while on board.

