

# Passenger Facilitation

Deployment Type  
**Cruise Ships & Terminals**

Industry  
**Travel & Hospitality**

Products  
**Tascent Enterprise Suite  
 & Tascent InSight Face (bespoke variant)**



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**Summary**

Starting in late 2018, Tascent developed and deployed an innovative system to welcome cruise ship passengers and speed their embarkation. The bespoke system was created in close collaboration with the customer, and is now in daily operation on 13 vessels - getting passengers to their vacations faster than ever.

**Context**

The cruise line identified that there was a need for a comprehensive embarkation system that was faster than the existing process, eliminated points of friction, and created a friendly and accessible experience for guests.

**Challenges**

Receiving thousands of passengers at the same time made the embarkation process long and cumbersome for guests, who had to stand in lines to navigate check-in, security, and boarding. This made guests feel stressed at the onset of their cruise.

**Project Scope and Objectives**

To speed embarkation, the cruise line introduced an optional check-in and boarding process using Tascent’s face recognition and identity management solution that integrated with the customer’s existing mobile check-in. The project’s main goal was to create a welcoming experience for guests and to reduce the time they spent in line to just a few minutes.

## Passenger Facilitation

Enterprise Suite, InSight Face (bespoke variant)

### System Overview

Customers checking in for their cruise are given the choice to opt-in to the biometric boarding system. Those who opt-in provide a selfie image and are subsequently enrolled into Tascent-Enterprise Suite (Tascent-ES). During the embarkation process, a bespoke biometric face camera that - designed by Tascent based on thematic inputs from the customer - captures face images of passengers using designated biometric lanes. The camera application then passes the face image to Tascent-ES, which performs a 1:N identification. Tascent-ES then routes the successful identifications to an existing Agent Embarkation application so that the Agents can quickly greet guests, and check them in to the boarding terminal. Passenger data is deleted from the biometric system at the end of the cruise.

### Results Achieved

The project has achieved its goal of developing and deploying an innovative and friendly biometric system to significantly speed and improve the embarkation process for the thousands of cruise ship passengers boarding the ships every week.

### Notable Outcomes

- Passengers were given the opportunity to opt-in to the facial recognition boarding process. After being presented with the value proposition, typically 90% of eligible customers opt-in to use their biometrics on each cruise.
- The time guests spend in line was reduced to just a few minutes, a significant reduction compared to traditional check-in procedures at cruise line ports.
- Through the delivery of a bespoke face recognition solution built to the cruise line's design aesthetic and specifications, Tascent enhanced the visual appeal of the of the check-in area, and minimized deployment impact, whilst achieving effective integration with existing systems.
- Through close collaboration with the customer, Tascent developed a conceptually-simple system that was straightforward and logical for the Agents to use, minimizing training requirements.

### Business Benefits

- Tailored to the cruise line's unique design aesthetic and system specifications, the solution enhances the departures processes and overall guest embarkation experience.
- Passengers' cruising experience is enhanced from the start of their trip via a friendly, convenient, and brisk check-in process that enables them to board the ship - and start their vacations - faster.
- Quicker processing times per customer frees up staff to focus on welcoming guests.



### Key Takeaways

- Correctly implemented, biometrics are simple to use (no special training required) and effective at accelerating the flow of users through a system, making the process more convenient, and, above all, faster.
- Biometrics are not just accepted but also preferred/selected by the guests, proving that the facial recognition boarding option significantly enhances the passenger journey.
- Biometrics are simple to integrate into the existing technical and customer processes, supporting their business efficiencies and effectiveness.