eirpoint

CUSTOMER QUOTES:

"We spent 5 years assessing likely solution providers - eirpoint™ were the only company we thought could deliver – and they did."

Mr. Eugene Maher, Shannon Ferry Group

SHANNON FERRY GROUP

Shannon Ferry Group, founded in 1969, is an Irish company that operates the busiest ro-ro ferry on the island of Ireland. The company operates two ferries the Shannon Dolphin and the Shannon Breeze. It operates between County Clare and Kerry and is a very popular tourist route.

The crossing takes approximately 20 minutes and operates all year round. Passengers can purchase tickets on-line or on-board.

CLIENT CHALLENGE

Shannon Ferries wanted to add web sales, on-board credit cards and multi-trip tags to their business. They recognized that customers expected to be able purchase tickets across different channels (on-line, on-board, pre-paid).

The business needed to take proactive steps to reduce the amount of cash being handled on board. The business needed to offer web sales of tickets and have a secure way of validating these web sales when the customer arrived on the ferry.

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SOLUTION DELIVERED

Using our existing mobile retail technologies we delivered a system that satisfied all of the client needs. We integrated all of the sales channels into one business ERP package and added a ticket management system to allow Shannon Ferries see and control all ticket sales in real-time.

Onboard eirpoint™ implemented a Windows Mobile Motorola MC9500 highly rugged and water proof handheld that connected to an O'Neil mobile, printer over Bluetooth™

The latest release and upgrade of the software (April 2014) implemented a cashless key-fob ticketing system, for frequent travelers.

INDUSTRY SECTOR:

eirpoint™ continues to seek out innovative ways to enable faster more accurate data capture in the travel retail sector. The company develops mobile retail solutions for sectors that wish to differentiate themselves using best practice technologies.

BUSINESS VALUE TO THE CLIENT

Sales from the Shannon Ferries online e-commerce platform have grown to account for over 30% of total sales since the solution went live. On-board cash transactions have decreased to a point where cash management is easier and more accurate. The business has seen the time spent serving customers on-board reduce by a factor of 40%

The Shannon Ferry Group appreciate the value, comfort and economies of scale that they are getting a turnkey solution for their core business technologies from one provider. All of the hardware software and ecommerce technologies and support are supplied by eirpoint™ . Dealing with one solution provider gives Shannon Ferries the comfort of knowing all of their technologies are supported 364 days a year.

OUR CLIENTS

SHANNON FERRY GROUP

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