

TRAVEL AGENTS HANDBOOK



CONNECT. ENJOY. JUST BE.



**MSC FOR ME WITH ZOE
TAKING THE ART OF HOSPITALITY
TO THE NEXT LEVEL THANKS TO INNOVATION**

MSC for Me with ZOE: the connected cruise experience.

Every cruise is a special time for your Clients. Let them enjoy every moment of the customised cruise with **MSC for Me**, a digital smart ships programme. Enriching your Clients' cruise is the perfect way to build loyalty and make sure they don't miss out on a minute of their holiday with MSC Cruises. Through innovative digital technology, Guests can connect with the ship and crew to enjoy tailor-made experiences **before, during and after the cruise.**

Use this handbook as a tool to learn about true innovation, pass your knowledge on and strengthen your Clients' loyalty.

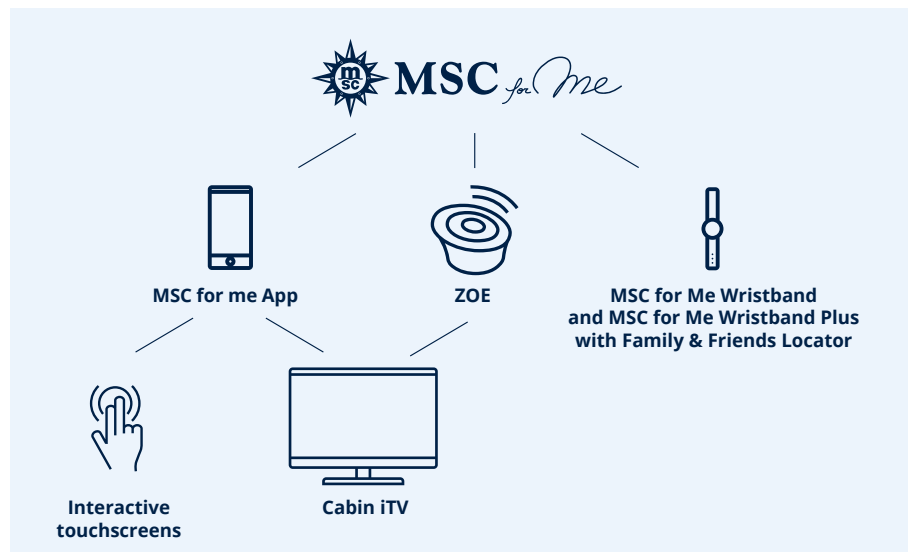
Thanks to a variety of new technologies, such as beacons and Bluetooth low energy

NFC and Wireless Local Area network onboard, your Clients can save their time, plan and follow on with their daily activities, chat and localise themselves on-board. The programme is available through the MSC for Me app, cabin iTV, interactive touchscreens, wristband and a dazzling innovation called **ZOE**.

MSC for Me is available on MSC Meraviglia, MSC Seaside, MSC Splendida*, MSC Seaview, MSC Bellissima. All future ships will include the MSC for Me programme.

ZOE, the latest interactive feature of MSC for Me, is available on MSC Bellissima, MSC Grandiosa, MSC Virtuosa and all subsequent new ships.

*The MSC for Me programme is available on MSC Splendida in China; however it has reduced programme features.



Your Clients' benefits

Saving time

An easy and fast way to obtain all information, advice and inspiration and find easily the way around the ship

Tailored experience

Zoe comes with a wide range of functions and adapts to Guests' profile

Stay in touch

MSC for Me App is very simple to use for staying connected anytime, anywhere with family and friends on board

Don't miss a thing

Easy browsing through all activities with MSC for Me app. ZOE will help you as well to plan Guests' fun!

Your benefits

Provide a customised service

MSC for Me reassures and pampers, such as You! Show your Clients you care about their customised holidays!

Build loyalty

Strengthen Clients' loyalty by providing them with a comprehensive tool

Add value

The MSC for Me programme is an additional experience your Clients will appreciate

Boost your sales

If your Clients book adds-on with you through MSC Book, you earn an extra commission, while Clients see all services in one place: MSC for Me app



"Just returned from the cruise on MSC Meraviglia in the Fjords. First time of my life, I could experience a truly unique cruise – ship was full of digital technology pearls – I could open my cabin with my wristband, find the speciality restaurant through touch screens placed on the ship or even plan all the activities on board thanks to the MSC for Me app!"

Daniel, Germany



SAVING CLIENTS' VALUABLE TIME



Every cruise represents a special moment, and time on board is precious. With MSC for Me Guests access the information they need, when they need it:

- Mobile check-in
- Credit card registration
- **ZOE, the virtual personal cruise assistant**, which is there to help with any enquiry about the cruise
- An **interactive map** to get around the ship quickly and easily



TAILORED EXPERIENCE FOR YOUR CLIENTS



New MSC for Me features personalise Guests' cruise experience even more, for a holiday that meets their individual needs:

- **ZOE**, the new virtual personal cruise assistant, speaks seven languages, adapting to each Guest's profile and preferences, and all from the comfort of their cabin
- **Pre-cruise booking** to let Guests start planning and purchasing services in advance*

*Pre-cruise packages through the MSC for Me app are available in the United Kingdom. Other countries: progressive roll-out in the future.



DON'T LET YOUR CLIENTS MISS A THING



Miss a chance to have fun...never! MSC for Me has additional features that help your Clients plan their holiday:

- Guests can **plan their cruise in real time**, browsing through daily events, activities and highlights
- **ZOE** provides instant information and helps in booking shows, spa and excursions
- Guests can browse **relevant promotions, offers and obtain event notifications**



STAYING IN TOUCH



Peace of mind is at the heart of a happy holiday. With messaging and locator features, **MSC for Me** helps Guests stay in touch with loved ones:

- **MSC for Me Chat**: message directly through the app without an internet package
- **Family & Friends Locator** - available at a charge - enables Guests to localise their children or easily stay connected with family and friends



ZOE - Designed around the needs of MSC Cruises Guests.

Let your Clients experience what they have never experienced during a cruise. Exclusive to MSC Cruises, **ZOE, the virtual personal cruise assistant**, provides the cruise experience that revolutionises and personalises the way Guests obtain cruise information. ZOE is designed to assist and be effective with a welcoming personality, reflecting those of MSC Cruises crew members.

KEY POINTS

- ZOE is a free voice-enabled assistant found in every cabin
- ZOE answers hundreds of questions about the cruise experience, from port information to Kids Clubs' recommendations
- ZOE speaks an impressive seven languages: English, French, Italian, Spanish, German, Brazilian Portuguese and Mandarin, and recognises 30 different accents
- ZOE is easy to use: just say "OK ZOE" and it's ready to help
- ZOE helps book restaurants, shows, spa and excursions
- ZOE checks Guests' bills
- ZOE has been programmed to continue learning with every interaction, in order to better serve Guests



MSC Bellissima and all new subsequent ships will include the very first virtual personal cruise assistant ZOE.

ZOE will either answer the question directly or - if more detailed information needs to be provided - it will connect the Guest to the in-cabin iTV.

EXAMPLES OF QUESTIONS TO ASK "OK ZOE"

- What's on the Daily Programme today?
- How can I enrol my children in the Kids' Club?
- Where can we have lunch today?
- What massages are offered in the spa?
- I'm a Gold Member, which photos can I obtain for free?
- Can I check my expenses?
- Where can I buy a sunscreen?
- Tell me more about my cabin
- Can you help me book a table at Butcher's Cut?
- Can I pay by cash?
- Can I see my expenses?
- At what time do we leave the port today?

MSC for Me App.

The **MSC for Me app** enables a wide range of personalised and pampering services for your Clients. We encourage you to advise your Clients how to download our **MSC for Me app**, which certainly enhances the onboard experience and makes life on board easier.



MAIN POINTS TO REMEMBER

- The mobile app is available **free of charge for both Android and iOS** devices
- Guests can download it **before the cruise or directly on board for free**
- Guests without the app can access most of the services once on-board through their **cabin iTVs** or through the **interactive touchscreens**
- On board, the use of the App **is free and doesn't require any internet connection or internet package**. Guests just need to be connected to the on-board Wi-Fi hotspot.



HOW TO DOWNLOAD

Help your Clients download the MSC for Me app before the cruise. They just need to access their Google Play or App Store for Android and iOS devices, search for **MSC for Me** and simply install the app.

Your Clients can download the free app **before and during the cruise** as they are connected to their household Wi-Fi or the onboard Wi-Fi (available on MSC Meraviglia, MSC Seaside, MSC Splendida, MSC Seaview, MSC Bellissima and all subsequent ships).



LOG IN

Give advice how to log in for the first time. Simply help them with log in by providing **the booking number, name and surname**. They will truly appreciate your expert knowledge. Your Clients can log in on while on board by providing the Internet ID (a code printed on the cruise card), cabin number, date of birth, surname and then simply following the steps to create an account and start enjoying the app.



MSC FOR ME APP'S PERSONALIZED SERVICES

Discover, book and organize favourite activities

Guests can enjoy their cruise time by searching for their favorite activities, like exciting Shorex excursions, amazing shows, the exclusive Cirque du Soleil at Sea*, specialty dining options and more, then organise them all in the personal agenda.

Chat with family and friends with the MSC for Me Chat

Guests can chat with their family and friends and manage all the contacts with the Contact List. The service is available without purchasing any internet package.

Explore the cruise with the interactive ship's map

Guests get directions to their cabin, restaurants, or other points of interest on board.

Enjoy a carefree holiday time with the Family & Friends Locator

Family & Friends Locator is the feature of MSC for Me Wristband Plus. Thanks to the MSC for Me App, Guests can follow the localization of their children or find their friends anywhere on the cruise (service upon a fee).

Keep track of onboard expenses and transactions

Guests pair a credit card with their cruise card and manage their transactions directly with the app.

Never miss what's important

Guests get notifications for their booked activities, special discounts for restaurants, shore excursions, shopping and all the significant information directly on the smartphone.

*Available only on Meraviglia class ships.



MSC for Me Wristbands

MSC for Me reassures, delights, navigates, pampers, surprises and much more thanks to an interactive technology that connects our Guests, our ships and our crews. Let us introduce you to the MSC for Me Wristband and the MSC for Me Wristband Plus, the wearable and connected devices for your Clients, using NFC technology to do everything a Cruise Card does. The MSC for Me Wristband Plus has the additional feature - Family & Friends Locator.

For adult Clients the digital wristband allows them to*:

- move around the ship without their Cruise Card
- make purchases
- book services
- open their cabin door
- localize themselves onboard thanks to the MSC for Me Wristband Plus with Family & Friends Locator

For children the MSC for Me Wristband enables:

- child identity recognition, at any time, by scanning the wristband through onboard devices
- parents and crew to locate and monitor the whereabouts of children on the ship (thanks to MSC Wristband Plus)
- use the wristband as their cruise card: open their cabin door or purchase items if parents have given their authorization

The MSC for Me Wristband will be available for sale at specific sales points on board for €/\$ 5. MSC Yacht Club and Aurea Experience Guests are provided with a MSC for Me Wristband directly in their cabin on arrival, free of charge.

The MSC for Me Wristband Plus will be available for sale at specific sales points on board for €/\$ 18. MSC Yacht Club and Aurea Experience Guests can purchase the MSC for Me Wristband Plus once onboard.

Children may wear a MSC for Me Wristband or a MSC for Me Wristband Plus with Family & Friends Locator.





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OR CONTACT OUR CALL CENTER AT 00 000 0000