



Engage and empower customers

PRODUCTS USED IN THIS PROJECT

- TOUCHPRESENTER™
- DIGIVEY SURVEY SUITE

CUSTOM-BUILT TOUCH SCREEN
KIOSKS BY CREOSO FOR TOUGH
CONDITIONS IN OPEN PORT
TERMINALS

CASE STUDY

BUSINESS SITUATION

CREOSO's customer, the island of Aruba, has a long history of cruise tourism. While cruise tourism to Aruba started in the early fifties with just a handful of passengers, today, more than 500,000 cruise guests visit Aruba every year. Aruba has an excellent infrastructure for cruise guests and land-based vacationers in place. The overall satisfaction of the cruise guests and the conversion of cruise guests into land-based guests is of highest importance.

As the cruise guests typically stay on the island for only half-a-day or a day, providing information about what to do and where to go on the island quickly and conveniently is a necessity.

SOLUTION

After careful evaluation, TouchPresenter and the Digivey Survey Suite were selected to power interactive information and survey kiosks in the four cruise terminals.

BENEFITS

- Cruise passengers can quickly browse through event schedules, island attractions, island history on video, details about local shops and services upon arrival
- As the cruise guests leave the island they have an opportunity to take a quick survey and voice their opinions on the experiences at the island
- Paperless information about all important aspects of the island is available to the cruise guests quickly and conveniently around the clock by information self-service on demand

To learn more about interactive information kiosk solutions and the TouchPresenter software, please visit www.creoso.com or speak to a CREOSO sales representative.

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