

Media release

Media release 15 JULY 2019

Viking Line passengers are more satisfied than ever: the willingness to recommend has increased by 10%

More than six million people travel on Viking Line cruise ships each year. The company's investments in its customer experience are reflected in the increased customer satisfaction figures. Viking Line received particularly good ratings for the high quality of its customer service.

In 2018, the willingness of Viking Line passengers to recommend its services had increased by 10% from the previous year. More than half of the passengers gave Viking Line the highest possible ratings and stated that they would recommend Viking Line to others. Customers especially expressed their appreciation for Viking Line's positive and helpful customer service.

“The improvement in customer satisfaction ratings is largely thanks to our highly competent ship personnel. We have invested highly in training for our existing personnel and the work induction process for our new employees. We incorporate customer feedback in the development of nearly all aspects of our customer experience, from passenger areas to restaurants and entertainment,” explains Mikael Paulinow, Senior Project Manager at Viking Line.

Customer satisfaction is measured at Viking Line all year round, since the company likes to keep its finger on the pulse of the customer experience. Based on the positive figures from early 2019, the current year is on track to outperform even the high figures of the previous year. Customers have particularly enjoyed travelling on M/S Grace along the Turku–Stockholm route and M/S Cinderella operating on the Stockholm–Mariehamn route. M/S Rosella has also improved significantly in terms of its popularity among customers.

“The cruise experience is a holistic one that involves many different aspects. The customers' willingness to recommend us to others tells us that we have

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succeeded in our work. We are truly ecstatic with the excellent feedback we have received,” states Paulinow.

Viking Line measures its customer experience using, for example, the Net Promoter Score (NPS), which indicates the customers’ willingness to recommend a product or service.

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