

Customer Case Study: Carnival Shipbuilding

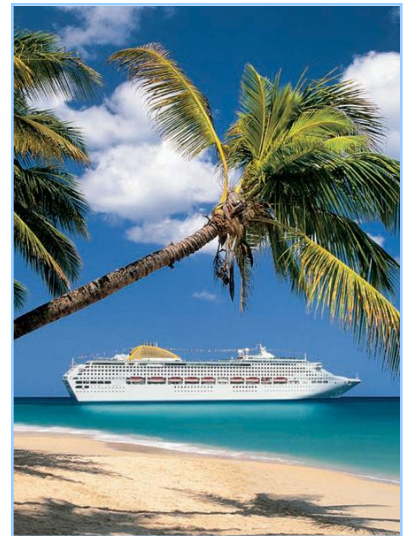
Upgrade improves working practice at Carnival Corporate Shipbuilding

Introduction

The former P&O Princess plc, recently merged with Carnival plc, is part of the worlds leading international cruise company with some of the strongest cruising brand names: Princess Cruises in North America and Europe; P&O Cruises, Swan Hellenic and Ocean Village in the UK; AIDA and A'ROSA in Germany; and P&O Cruises in Australia.

Headquartered in London, Carnival Corporate Shipbuilding has approximately 20,000 employees worldwide and carried over one million passengers in 2001, generating revenue of approximately \$2.5 billion (approximately £1.7 billion).

The current complement of 21 ships and two river boats offering 34,552 berths is set to grow in the next two years with four new ocean cruise ships and two new river boats on order.



New build team

In Southampton, a team of 25 is responsible for the mammoth task of managing the process of building new cruise ships. It takes on average 36 months to design and build a new ship and this team co-ordinate the specifications and approves the design for every part of the build. Critical to the successful building of a ship is the huge amount of correspondence that they send and receive from shipyards and suppliers which forms the largest proportion of their daily work. If any of the correspondence goes missing it can have a serious impact on the project and so it is imperative that it is received in a timely manner, that it's accurate, that is actioned within the appropriate time scales and that it can be stored in a long-term auditable system.

Since 1994, the team has utilised Documation Office to manage this correspondence and the team use the system daily as a central tool ensuring that the cruise ships are built to specification, on time and to budget.

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Identifying possibilities for improvement

In 2003 they completed their fourth and by far the most challenging upgrade. Not only was the team moving to the 32-bit Enable platform, but they also decided to change the way the system worked. Previously all correspondence was scanned on entry, indexed and forwarded electronically to the team manager. The team manager then re-distributed it to the rest of their team to action and to others for information purposes. They also scanned all outgoing correspondence.

Although the team were perfectly happy with this system for many years, they decided during the upgrade to re-examine the process to see if any changes could be made to rectify some specific problems that were:

- a. The team managers were receiving more correspondence than was necessary.
- b. They had no automatic way of checking if the response to incoming and outgoing correspondence had been received or actioned.
- c. Finding related correspondence was time consuming.

The latest upgrade has introduced new functionality that has eliminated all three issues and improved the overall productivity of the team.



A flexible system

“I was pleased with the functionality demonstrated (yesterday) and delighted that so many of our requirements could be met. A truly flexible system ... and people!!”

Chris Joly, Commissioning Manager and responsible for the Documation system, at Carnival Corporate Shipbuilding.

New functionality

Automatic distribution

Peter Czapp, customer account manager at Documation, examined the way that the new build team worked and came up with the proposal for the new system. “The account managers at Documation are always working with customers to refine and improve their systems so that they continue to achieve their objectives. In the case of Carnival, the new upgrade was the ideal time to evaluate how we could utilise the latest software developments to improve their productivity.”

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If you are using paper-based processes in your business, the Enable platform can be configured to streamline and automate them based on your specific requirements.



Instead of sending the correspondence to the team manager for re-distribution, the new system uses a combination of keywords, project number (called a cabinet number by Carnival) and whether the correspondence is “for action” or “for information” to route it automatically.

The new build team use approximately 1500 hierarchical keywords, which are used as a basis for distribution. For each keyword, or group of keywords, one person is responsible for actioning that type of correspondence. When a piece of correspondence is received, it is indexed according to a keyword and the correspondence is automatically distributed to that person or role (group of people). The administrator can also assign overall responsibility at a higher level in the hierarchy to make it quicker to assign each keyword.

The users assign themselves to any of the keywords so that they receive a copy of the correspondence for information purposes only. The user can see all of the keywords that they have subscribed to at the click of a button.

Monitoring and escalation

If a response is required for any incoming or outgoing correspondence, the indexing team can check a tick box named “awaiting response” and they can then select the time frame in which it is required. The system then monitors to make sure that the response is received within the allocated time. If it is not, then a user or group of users (role) will be notified automatically. If a response is received, then the original document is appended automatically with the response document so that they can be viewed together. A response can also be requested for each subsequent piece of correspondence and all related correspondence can be viewed at the touch of a button. If the person has the required security level then they can also change the keyword and whether a response is required or not.

The entire system was developed in close consultation with the team at Carnival and they are delighted with the effectiveness of the changes. It highlights once again how flexible the Documation Enable product is and how it can easily be configured to meet the business requirements of even the most specialist departments.

