

## Case Study Cruise Line Logistics - Princess Cruises

### Customer Profile

One of the best-known names in cruising, Princess Cruises first set sail in 1965 with a single ship cruising to Mexico. Today, the cruise line has grown to become the third largest in the world, renowned for its innovative ships, an array of onboard options, and an environment of exceptional customer service.

### Customer Challenge

A labor strike at the Ports of Los Angeles and Long Beach, saw massive congestion of 70 container vessels waiting to be off-loaded. This caused Princess Cruises to potentially miss timetables for food, boutique goods, hotel supplies and maintenance items waiting to be loaded onboard a full ship of holiday passengers bound for Mexico.

### Agility Solution

Working successfully with a cruise line like Princess Cruises requires fast and forward thinking along with an in-depth understanding of their industry. With the challenge at hand, it was important for Agility to work quickly and to work smart. Nearly 70 container vessels were backed up and waiting to be off-loaded, Agility created a plan that offered a time-definite, safe and cost-effective solution to meet critical deadlines. The plan included trucking goods in ocean freight containers from Southern California to the Port of Oakland, four hundred and fifty miles in the opposite direction, for sea

The plan included trucking goods in ocean freight containers from Southern California to the Port of Oakland, four hundred and fifty miles in the opposite direction, for sea shipment directly to the Mexican port via feeder vessel.

The balance of materials, food products and supplies were loaded in 53 ft. trailers and transported overland to Ensenada. Security escorts assured the safety of the cargo and customs and health formalities were coordinated for timely Sunday morning delivery to the cruise ship. The mixed loads also required a variety of compliance steps, including health inspections, customs clearance, locating reefer equipment for the fresh food products and a door-to-ship coordination.



### Agility's Results

A labor strike can occur at anytime. When it happened to Princess Cruises, the Agility cruise line logistics team was able to react quickly and mapped a solution which ensured that Princess Cruises received each container and every trailer load on schedule. In addition, costs were kept in-line, without compromising service quality or performance.



## Agility's Cruise Line Logistics Experts

When you have a dedicated team of logistics professionals studying your business, listening to your concerns and understanding your challenges, you have Agility's brand of Personal Service. Partnership with our customers is the driving force behind our mutual success and the ultimate satisfaction for our more than 34,000 employees in over 120 countries around the world.

As a top global service provider, we do business in the most straightforward scenarios, as well as the world's most challenging environments. Agility is a company on the move, yet we never lose sight of the fact that whether you are a small or large enterprise, the heart of our business is personal customer service.

### *Special Services For Princess Cruises*

- Purchase Order Coordination, Processing & Management
- Worldwide Time Definite Ship Spares Program
- Provisions & Perishables Coordination
- Global Just-In-Time (JIT) Program
- Dedicated Cruise Line Logistics Team

### *Contact Your Retail Expert For Personalized Service*

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