



CARNIVAL GET HOOKED ON FISH!

Cruise company change employee attitudes for the better.

Carnival Corporation & plc is a global cruise company with a portfolio of 12 distinct cruise brands comprised of the leading cruise operators in North America, Europe and Australia.

Carnival UK is the British part of the organisation, responsible for such household names as P&O Cruises and Cunard Line to name but two.

The cruising industry has enjoyed rapid growth over recent years and is fast becoming a holiday of choice for the many rather than the aspiring few.

Based in Southampton, our Reservations Centre has grown from just 30 staff in 2000, to 200 in 2006. Our head office is now 900 strong and we are spread over six different buildings in the city.

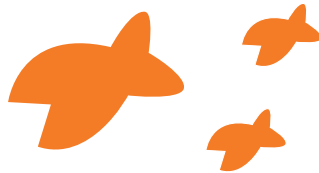
Objectives

We participate in a workplace survey and the results we had last year demonstrated that we had some work to do if we wanted our people to think that our call centre was really a great place to work. We were searching for the right tool to help us engineer this process and had an inkling that **FISH!** might help.

FISH! approach

Fuelled by enthusiasm from Video Arts **FISH!** event, where other successful UK companies shared how they had re-energised their workforce, we just knew that this was definitely for us! Our approach has been a cautious one - like all good fishermen we have learnt that to be successful, we must be patient. The

last thing we wanted was to go out with a big bang approach - it was important that this succeeded and like all good things - this was worth waiting for.



We set the bait

Managers watched the film, read the book and started to buy "fishy" things for the office - stickers, pens, Nemo screen savers etc. We had an away day and agreed that the **FISH!** Philosophy embodied our own common set of values - what we need to do was to consciously demonstrate them, and align them to our corporate promise "CRUISE", which is a set of guidelines to help us deliver great service to our customers.

Our approach has been to demonstrate that whilst CRUISE is the "what to do" e.g. Keep your promises, **FISH!** provides the mechanism of "how to" do it.

Watched for the nibble

Our Team Leaders then started asking what we were talking about - they asked to borrow the book, they liked it and started asking when they could see the film - before they knew it they were hooked!

Inside Story

Employee Engagement

"I love the people I work with and there is a great atmosphere in my office"

Work/Life Balance

"I like coming to work the team I work in make me feel welcome & care about me"

Perception of Leadership

"Definitely improving - becoming more apparent that management consider how staff (lower down) feel- this is helped by (newly-introduced) 1-2-1's with manager, which I feel is extremely important in a call centre environment"

Employer of Choice

"Yes I like working for the company they have improved loads since they introduced '**FISH!**' the whole atmosphere at work has improved"

Development & Training

"Excellent to start, brilliant introduction to the company and initial training course"

Environmental Efficiency

"It's a very relaxed environment and it makes it easier to interact with other people."

We are not finished yet - this is a journey that will go on.....

Alice-Louise Hutcheson Head of Reservations
Carnival UK

CHOOSE YOUR
ATTITUDE™

PLAY™

BE THERE™

MAKE THEIR
DAY™

"...since they introduced '**FISH!**' the whole atmosphere at work has improved"

Revolutionise your workplace with **FISH!** Philosophy. Speak to Video Arts.
0845 601 2531 info@videoarts.co.uk www.videoarts.com



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