



Luxury Yacht Group

Luxury Yacht Group (LYG) is a world leader in providing professional crew for both private and charter luxury yachts. Its unique web-based customer service system enables the placement of staff for professional yacht crews and eliminates the headaches of matching experienced, reliable crew with the positions and yachts that best suit them. They have a range of services extending beyond yacht crew placement to yacht sales, charters and technical management.

"The Inaport product enabled Luxury Yacht Group to reach our information technology goals by providing a simple and user friendly data interface that synchronized our web site data with Goldmine automatically," said Rupert Connor, President of Luxury Yacht Group. *"The InaPlex staff have provided us with a solid, reliable software solution that provided great value immediately upon implementation. Installation was swift and customization to our needs painless. I would recommend Inaport to anyone trying to bring in large amounts of web data to Goldmine."*

Outcome

The automated system not only creates a more efficient environment for Luxury Yacht Group, helping to achieve improved return on investment of their GoldMine system, but allows LYG to offer meticulous personalized service to each and every customer and crew member it comes into contact with.

Business Need

LYG's goal is to ensure that "the art of meticulous personalized service has not been forgotten." True to this, LYG is dedicated to providing the highest level of service to maximize their customers' yachting enjoyment. They have developed an online database specifically designed for matching crew with specific job criteria, tracking career moves, references, and much more. Customers can view this information on the web while crew teams can update the information on the spot in real time.

Prior to implementing a customer relationship management system, source information would be obtained from the web and manually entered into the database by a dedicated data entry person, costing LYG \$146.37 per candidate per year to register, interview and maintain a crew member's file. With up to 1,500 and growing crew members and at least 4,000 crew referrals, approximately 5,500 contacts were being added into the database and web site per year, an amount that quickly adds up.

GoldMine Solution

From its beginnings, LYG's mission and vision was to provide the utmost in service and convenience to its customers, via automated processes and self-service web capability. By implementing GoldMine customer relationship management system, LYG is able to keep all of its crew information and customer information in a single repository. This is advantageous for having a complete picture of each crew member – their experience, location, pictures, referrals, etc. – and a complete view of each customer – their trends, patterns, wants and needs.

The challenge was in updating the GoldMine system with new information constantly coming in from the web site. Crews and customers are dynamic in nature, and the requirements and criteria of each frequently change. LYG encourages its crew personnel to be self-sufficient and update their profiles on the web site in real-time. Although this was an efficient customer-facing situation, the back-office implementation of compiling the web information and inputting it into GoldMine remained cumbersome and inefficient. Luxury Yacht Group needed a way to automate the integration of the web data coming in with the GoldMine customer and crew repository database.

Inaport Data Integration

LYG decided to implement Inaport, the enterprise data integration system from InaPlex. They used Inaport to integrate GoldMine with their web site in order to automate the system so that they could offer their customers the high degree of responsiveness and customer attention they deserve. With a streamlined back-office process for updating crew and customer information, Luxury Yacht Group can better serve its customers and improve customer attention, thus retention.

Using Inaport, LYG scheduled automatic imports from the web site to their GoldMine 6.0 system. The data is hosted on a remote web server running a SQL Server 2000 database. Inaport has been set to run at 30 minute intervals to synchronize the data on the SQL server with the Goldmine server at LYG's local office. The new data integration system allows crew members to register with LYG, check in and confirm their current availability to LYG, update their online resume, send emails to the Crew Placement Division, view job descriptions, salary guidelines, and general information, and frequently asked questions – all through the web site. Captains, Owners, and Hiring Personnel are able to send in their current job openings, view crew placement guarantees, view job descriptions, and have access to various owner & captain resources, and FAQ's.