

Starboard Cruise Services: Keeping Competitive with Agile Workforce Management



Background

Founded in 1958, Starboard Cruise Services has been the pioneer in the cruise retail industry. Since 2000, Starboard has been part of LVMH Moët Hennessy • Louis Vuitton, Inc., the world's leading luxury brand group. Headquartered in Miami Florida, Starboard employs 1,800+ shipboard team members aboard more than 100 cruise ships worldwide, representing ten cruise lines.

Starboard has been using OneView since 2018. This People Management Software as a Service (SaaS) ensures the business has the right people in the right place at the right time.

We sat down to chat with Starboard's Workforce Planning Manager, Robert Alderman and Senior Workforce Planning Specialist Kristy Arboleda about their experiences using OneView and working with the team during both difficult times and times of growth

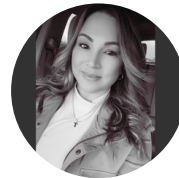
Why do you use OneView?



Things have definitely changed since I started working in this industry. The ships are far bigger than they were back then, and the technology side is very different. The retail offering is also very different from what it was 25 years ago.

It's an industry that you've got to keep pace with as it's constantly changing and you have to keep a competitive edge. The scheduling systems evolved over time- from the use of little cards in a filing cabinet with everybody's names on to excel spreadsheets. When scheduling systems became available, we started using them. We made the initial systems work, but they weren't really intended as a scheduling system for shipboard- they were primarily used to run our financial and warehouse team schedules, so, we were kind of an add-on. It just wasn't very useful or very user-friendly; it was time-consuming, people outside of the immediate scheduling team had trouble reading it, and there are other partners within our building that needed to have visibility to certain aspects of the scheduling program. We realised that there were better tools out there so we did some research and came across OneView.

There's immediate access to all their available information. We currently have close to 110 ships, and three different offices around the world -Miami, Genoa, and Shanghai. All our staff have access to OneView (Self-Service) and can see some of the information that we have in the system in real-time. Everything's in one place: that's the big advantage of OneView.



Having the ability to access the system anywhere, even on the ships, is one of the other advantages. Being a cloud-based system is better than having it all in one database, we can keep operating from anywhere.

I think OneView is great; being able to filter the timeline view or what I call the 'diary view' and see where your true needs are.

One thing I want to add is the advantage of OneView is being able to see the ship and when there's a headcount change - instead of having to sit there and count how many people were missing, the management team can go in and just see an empty post.

The ships are huge so OneView helps tremendously; I've used similar programs which didn't have the visuals, so I appreciate the diary timeline view. I enjoy the fact that we can filter it; it's fun, I say fun because when I can see something that makes the job more efficient, I enjoy it. I think OneView has a lot of that.

There's less data entry; now we just put in one assignment. Previously we had to enter three different lines just for that one assignment. The filing of employees' documents is easier to manage and find in this system. The fact that we can attach their contracts, appraisals, and travel documents to a specific area allows us to know where they are and can keep them private where appropriate.



“Thank goodness we have a robust system to manage that. Now that we’ve got the ship’s back, fully staffed, our next challenge - which OneView will help with - is going to be ensuring we have the right talent onboard with the right balance of languages, nationality, and skills.”

Robert Alderman,
Workforce Planning Manager,
Starboard Cruise Services



The other advantage is with the timeline view and the fact you just click on somebody and it immediately shows you the start date and the end date and then you can actually go

and click and go to their personal file and you don't have to be switching around between different screens. It's very user-friendly; the visibility, better visibility, and much easier access.

How did OneView help you during the Pandemic?

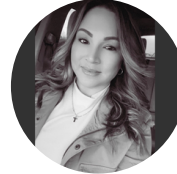
Obviously a very challenging time, unprecedented, the entire industry shut down pretty much within a month. We had many staff members still on ships that we were unable to repatriate as travel restrictions suddenly increased around the world.

It got very complicated. Managing the location of our employees was challenging as the cruise lines were moving them from ship to ship in order to facilitate their repatriation. OneView enabled us to have an accurate record of their location. When the industry returned to service, we were able to react quickly and identify all staff available and arrange and document their return.

Setting up an entire industry again, albeit it was fairly slow at the beginning, was a big challenge; bringing back 1500 staff, we also had to start a massive recruitment program which we got through and fortunately, we were back to full staff. Thank goodness we have a robust system to manage that.

Now that we've got the ship's back, fully staffed, our next challenge – which OneView will help with - is going to be ensuring we have the right talent on board with the right balance of languages, nationalities, and skills.

What are your favourite OneView features?



My favorite feature is the timeline view. I enjoy it because it gives clear visibility. The skills matrix feature is helpful for us in assisting us with associates that are interested in

becoming a specialist, or their managers are interested in getting them to be one. They take the training and OneView shows us where they're at in the process to be certified. So, when we're looking to fill a post, we can validate that they have the right credentials based on the skill requirement by post and then we can assign them.

Another feature is being able to export to Excel, we use that weekly for our after-hours for the emergency line; we use the embarkation and disembarkation report. So that way we can run the report for all the associates for all our cruise lines versus just one. So, we do use that, it helps.

Another thing I do like that I mentioned earlier; is the fact that the filing of documents can be done in OneView. An example of how useful this is is when an audit needs to be done. We can view a file and immediately locate the documents that were filed. Anything you can do to make our staff's life easier and better will help us keep them. And I think the ease of technology and the visibility to everything—their assignments and obtaining the documents— certainly give us an advantage over our competitors.



Availability for Staff

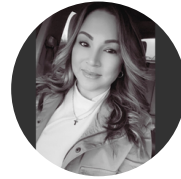
Our staff now have access to OneView so they can see their assignments. They can just go on their phone and see all the information.

“One thing that I love is that OneView is probably the only program I’ve ever worked in for scheduling that has a drag- and-drop feature, which saves time when we’re uploading the documents for data entry. We can talk about the hours of timesaving it offers. Drag and drop really is an awesome feature that we use a lot.”

Kristy Arboleda
Workplace Planning Specialist,
Starboard Cruise Services

If you would like a demonstration of OneView or to learn more about its unique capabilities, contact us at oneview@rldatix.com

How have you found working with the OneView team?



We’ve had a great two-way conversation relationship with the OneView team ever since we started; very attentive to anything that we need, the prime example is Lee (OneView Director) assigned Sam to me within hours and Sam and I had that meeting together.

We have quarterly reviews where we’ll see the road map and the features that are coming ahead, sometimes they’re in person at our office and sometimes we’ve been doing them via Zoom but very useful.

I love the relationship with the OneView Team. Any time I have a ticket open or have a question, I am contacted by their team in less than 24 hours. They are very attentive. They take the time to understand what I am trying to achieve versus just answering my question. I might think it’s a quick fix that they can help with but looking long term, they want to ensure the system is working for me and the overall business needs





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