CASE STUDY:

How Royal Caribbean Cruises Efficiently Targets Employee Groups

The Challenge

Royal Caribbean Cruises manually built email distribution lists for 20,000 employees without insight about user attributes or engagement - making it inefficient and difficult to send relevant content to employee segments.

The Outcome

Using Syncronym, PoliteMail's list management and HR data synchronization tool, Royal Caribbean Cruises automated list management processes and email distribution group segmentation, to better target and tailor more engaging employee communications.

"We didn't have a ton of insight into who our messages were going to in our previous Broadcast Message Tool in Lotus Notes [also 'IBM Notes' or just 'Notes']. Switching over to PoliteMail and through the Syncronym software, now there's full transparency,"

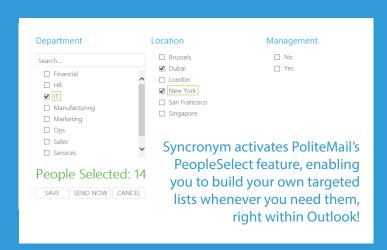~ Lance Thomas, Product Owner with Royal Caribbean Cruises.

Before the new solution, Royal Caribbean experienced three main communications challenges:

1. Distribution lists needed to be updated manually, a time-consuming exercise.

2. Communications lacked insight into list members.

3. A lack of do-it-yourself email templates (for users outside corporate communications) created unnecessary bottlenecks and extra work for the comms team.

This manual work, combined with insufficient and inaccurate distribution list data, can result in communications that fail to engage the right audience.

Using PoliteMail with Syncronym, Royal Caribbean Cruises can now see exactly who is on each distribution list.

Syncronym activates PoliteMail's PeopleSelect feature, enabling you to build your own targeted lists whenever you need them, right within Outlook!

"[PoliteMail has] allowed us to clean up and create more accurate distribution lists," continues Thomas. *"Once you have more accurate lists and the ability to segment those lists, then you have the ability to create more relevant content for those groups. It's been a game-changer."*

PoliteMail's Syncronym gives Royal Caribbean Cruises the ability to design and automatically maintain distribution lists that are highly segmented and targeted. Since Syncronym automatically integrates up-to-date employee HR and AD data into Outlook, communications teams don't have to ask IT, or wait for IT, to create or update their distribution lists. Syncronym automatically updates email addresses, employee IDs, along with attributes like region, management level, employment status and specifics like ships, ports, job and manager - even translating HR codes for those attributes into simple English language terms communicators understand.

"We no longer have to manually update lists," says Thomas, *"The automation of distribution list management through Syncronym has been such a time saver and key feature for our company."*

Syncronym with PeopleSelect puts your list data right into the hands of the people who need it.

This frees up the team's time to put more effort into their creative work, writing more relevant content and most importantly, engaging more employees. By making these lists available within Outlook, PoliteMail provides Royal Caribbean communicators with all the tools they need to manage corporate email distributions - making them more efficient and the email more personalized.

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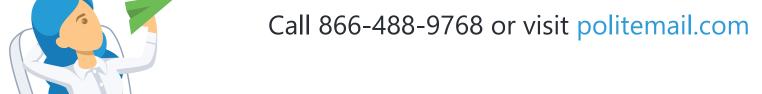
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While Lotus Notes tracked email opens, PoliteMail provides insight into opens and attention rates (the percentage of recipients who open the message and read past the subject line), in addition to key email metrics including readership and read-time, engagement and click interactions. This data helps communications teams measure and improve their email, and compare results between unique segments.

"PoliteMail has allowed us to reduce the bottleneck of communication with the ability to give users outside of corporate communications the ability to send their own email communications, using templates that keep with our brand standards," says Thomas, *"Our users like having that do-it-yourself resource."* Not only does automated list management save time, but easy-to-use self-service templates also remove arbitrary roadblocks, give employees more ownership over their work and reduce demands on the communications team.

Don't Get Frustrated
Get Automated!

Wondering how to get started?

Call 866-488-9768 or visit politemail.com

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SyncroNym™

A synonym for distribution list · accuracy
· automation
· management