

— THE MULTICHANNEL AI ASSISTANT

The passenger asks. Digital Concierge answers.

A virtual assistant available on the channels through which Seafy supports the passenger before, during and after the journey. When a request needs further help, the conversation is handed to a human operator on the Seafy team.

The questions change channel. The need for help does not.

From pre-departure information to the services available on board, passengers look for answers on the website, the messaging channel, the onboard portal, or by asking staff directly. The requests spread across different touchpoints and people, repeat themselves, and absorb the time of those dedicated to support.

01

Fragmented support

Website, messaging, customer care and onboard staff handle requests through different channels and at different moments.

02

Questions that repeat

Times, boarding, services and journey information generate recurring requests before and during the crossing.

03

Time taken from service

Customer care and crew spend part of their time on information requests, especially at the busiest operational moments.

— THE SEAFY SOLUTION

Digital Concierge combines multilingual AI support and human help in one service managed by Seafy. It is available on the website, on the messaging channel and in the onboard portal. When the AI cannot handle a request, it hands the conversation to a Seafy operator.

- ✓ **Immediate answers in the passenger's language**
- ✓ **One service across Seafy's digital support channels**
- ✓ **A consistent answer, in every conversation**

DIGITAL CONCIERGE

• Online

Genoa › Palermo

What time do we arrive in Palermo?

Arrival is expected at **06:45**, we are 62% along the route. Calm sea, 22° in Palermo.

Is the restaurant still open?

The self service is open until **22:30** on deck 8. The bar stays open all night.

 Ask anything about your journey

— HOW IT WORKS

A question always gets an answer.

01

Service configuration

We organise the information on routes, times and services supported by Seafy, adapting it to the company and the fleet.

02

Multilingual AI answer

The passenger asks through one of the available channels and gets an answer in their own language.

03

A human step in when needed

If the virtual assistant cannot handle the request, the conversation passes to a Seafy operator with the context already there.

The information that matters, across the whole journey.



Route and arrival

Ship position, progress of the crossing and estimated time of arrival, based on the data available.



Weather and sea conditions

Current information on the crossing and the destination, from the sources integrated into the service.



Onboard services

Opening times, location and details for restaurants, bars, shops, entertainment and other onboard services.



Destination and connections

Selected information on points of interest, transport and useful services once ashore.

— CONFIGURABLE

One shared identity. Information specific to each ship.

Digital Concierge is configured with the information and content approved by the company. The Seafy team updates services, times and destinations and adapts the tone and languages of the support, while each ship keeps its own features and operational information.

CONFIGURED BY COMPANY, ROUTE AND SHIP



Spaces and points of interest

Per ship



Services and times

Updatable



Destination content

Per route



Identity and tone of voice

Per company

— ALWAYS AVAILABLE

Support 24/7, on every crossing.

Digital Concierge handles information requests around the clock across Seafy's support channels. The AI can follow several conversations at once in the supported languages and, when needed, passes the request to a human operator.

WITHOUT DIGITAL CONCIERGE

- ✗ Requests concentrated on the desk and customer care
- ✗ Response times tied to the operational load
- ✗ Language coverage depending on the staff available

WITH DIGITAL CONCIERGE

- ✓ AI support available around the clock
- ✓ Several conversations handled at once
- ✓ Consistent answers in the supported languages

More support for passengers. More time for the crew.

Digital Concierge handles recurring information requests through Seafy's digital support channels and brings in human help when needed. Passengers have an immediate point of reference, and the crew fields fewer repetitive questions.



FOR THE PASSENGER

Support that is accessible and continuous

Immediate answers in their own language, and a hand-off to a Seafy operator when the request needs more help.



FOR THE CREW

More attention on the work on board

Recurring information requests are handled by Digital Concierge, leaving more time for operational duties and for serving passengers.

Higher service quality. Lower operational load.

Digital Concierge handles information requests through Seafy's support channels and involves a human operator when needed. The company offers a service that is more accessible and more consistent, cuts the repetitive questions put to the crew, and understands passenger needs better.



Fewer requests to the crew

Recurring questions go to Digital Concierge, leaving more time for operational duties and onboard service.



More accessible support

Passengers get immediate answers in their own language and the help of a Seafy operator when needed.



A standard shared across the fleet

The company keeps information and support consistent, with content specific to each ship and route.



Questions that become insight

Passenger requests help identify recurring needs and improve services, content and communication.

— NEXT STEP

Let us give the desk its time back.

We start from the questions your passengers ask the desk most often. We configure Digital Concierge on the company's content and activate it on a pilot ship, across Seafy's support channels.

[Schedule a meeting](#)

[Request a demo](#)



business@seafy.com · business.seafy.com