


MARKETING AND CX – HEN AND EGG

CASE TALLINKSILJA

A teal-tinted photograph of two men in a ball pit. The man in the foreground is smiling and looking towards the camera, while the man behind him is looking directly at the camera with a neutral expression. A large beanbag chair is visible in the background. The scene is set in a ball pit with many white and dark-colored balls. A staircase is visible on the left side of the frame.

MARGUS SCHULTS
EKA RUOLA

KEY FACTS ABOUT TALLINK

950 m€

9.800.000 passengers

Over 7.000 employees

14 vessels / 1.5 b€

Listed in TLL and HKI



THE WORLD'S TOP DUTY FREE & TRAVEL RETAIL SHOPS

Ranking by actual and estimated retail sales in 2016

Rank Location

Sales > US\$ 1,500 million

- 1 SEOUL - Incheon Int'l Airport
- 2 DUBAI - Dubai International Airport
- 3 SINGAPORE - Changi Airport

Sales > US\$ 1,000 million

- 4 LONDON - Heathrow Airport
- 5 BANGKOK - Suvarnabhumi Airport

Sales > US\$ 800 million

- 6 HONG KONG - International Airport
- 7 SHANGHAI - Pudong Airport
- 8 TOKYO - Narita Airport

Sales > US\$ 600 million

- 9 BEIJING - Capital Airport
- 10 PARIS - Charles de Gaulle Airport
- 11 FRANKFURT - Frankfurt-Main Airport

Sales > US\$ 500 million

- 12 TALLINK - All Routes
- 13 TAIPEI - Taoyuan International Airport

Sales > US\$ 400 million

- 14 AMSTERDAM - Schiphol Airport
- 15 ISTANBUL - Atatürk Airport

Country

Channel

South Korea
UAE
Singapore

Airport Shops
Airport Shops
Airport Shops

UK
Thailand

Airport Shops
Airport Shops

Hong Kong
China
Japan

Airport Shops
Airport Shops
Airport Shops

China
France
Germany

Airport Shops
Airport Shops
Airport Shops

Estonia
Taiwan

Ferries
Airport Shops

Netherlands
Turkey

Airport Shops
Airport Shops

Source: Generation Research 201

KEY FACTS ABOUT COMPETITOR

2,5 meters

3-4 passengers at a time

2.000-3.000€ price range

Privately owned

KEY FACTS ABOUT COMPETITOR

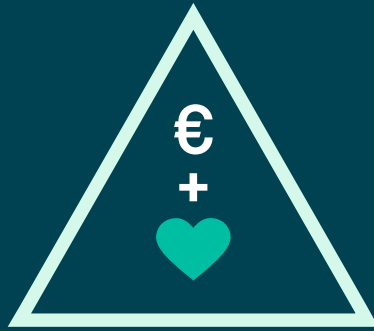
2,5 meters

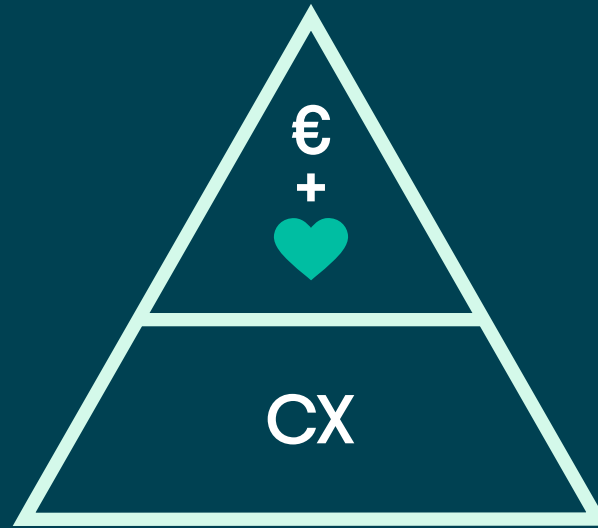
3-4 passengers at a time

2.000-3.000€ price range

Privately owned









275,30 €



503,10 €

HEL – STO



A teal-tinted photograph of a hotel room. In the foreground, a bed with white linens is partially visible. A breakfast tray sits on the bed, containing a French press, a carafe of water, a small basket of fruit, and some pastries. A straw hat rests on a pillow to the right. In the background, a large arched window looks out onto a cityscape. A long-sleeved dress hangs on a rack to the left. The overall mood is serene and luxurious.

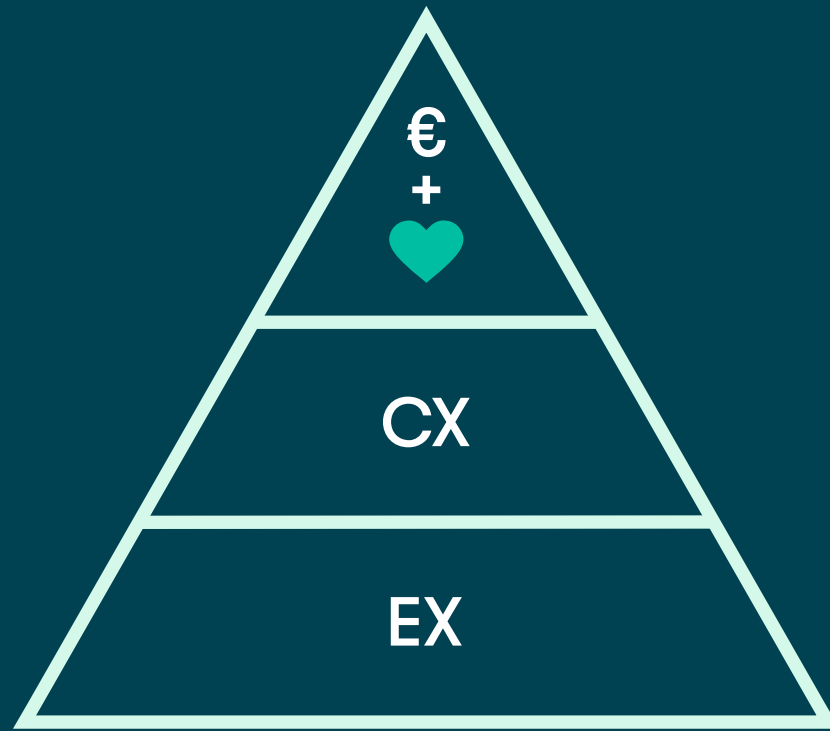
HYPER RELEVANCE



SIMPLICITY

SUSTAINABILITY

**Brand =
customer experience**



amazon



CX




Hilton
HOTELS & RESORTS



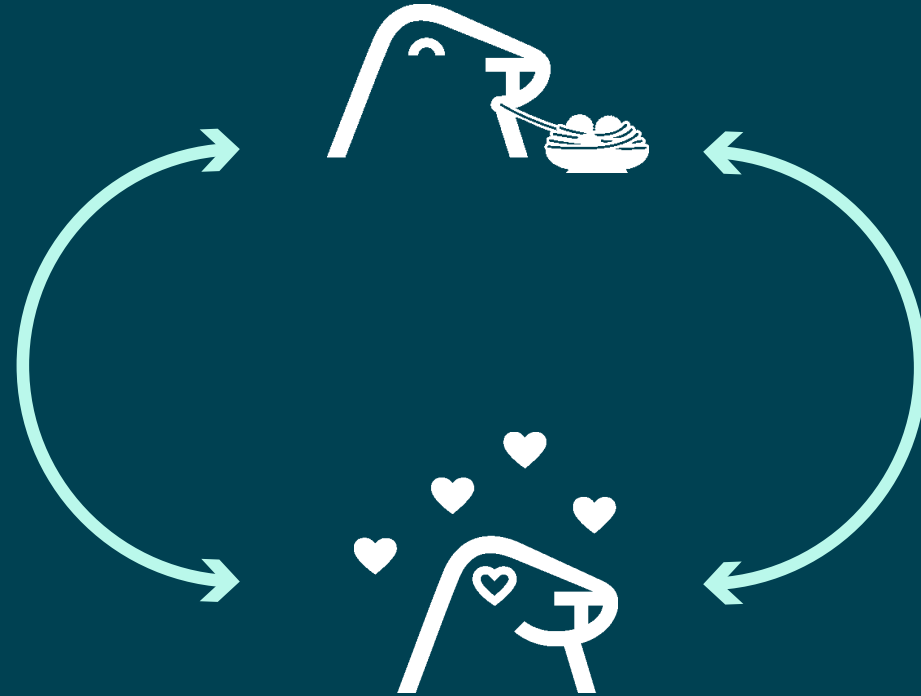
EX



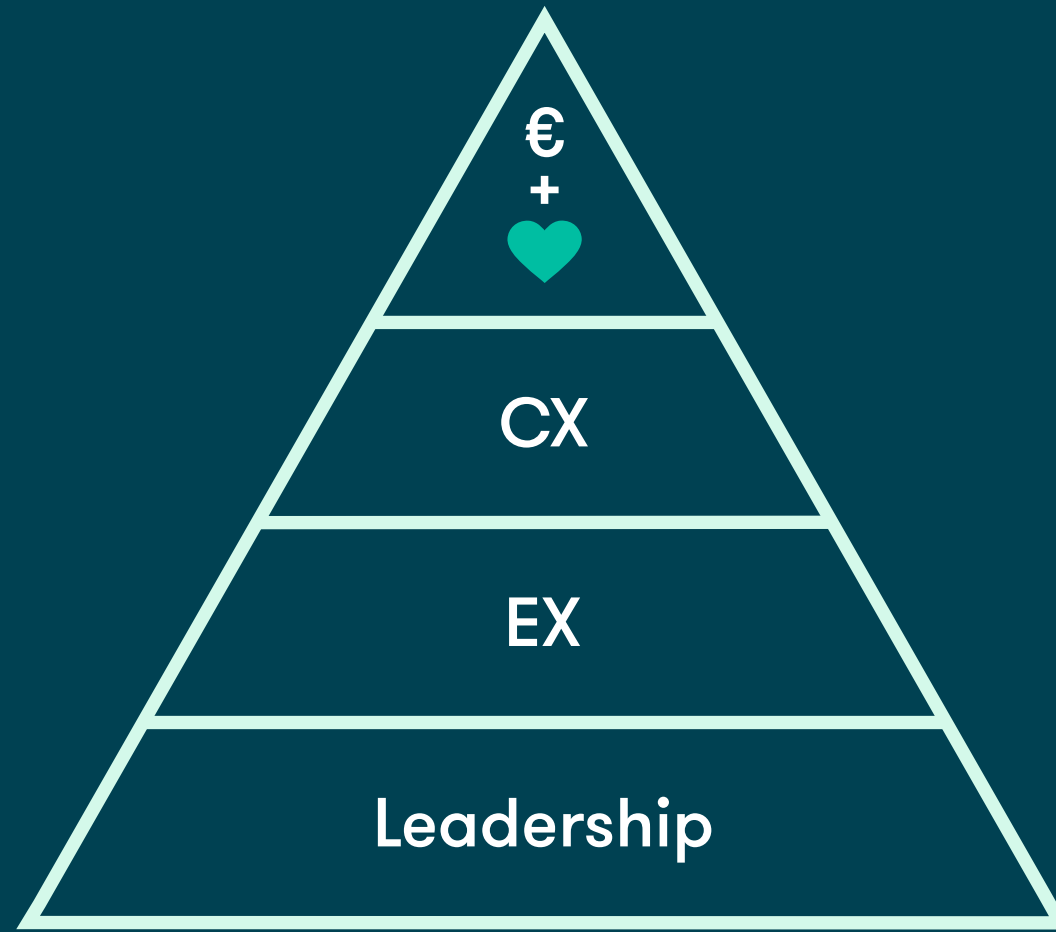
A photograph of a woman in a dark suit and white shirt, seen from the side, smiling and holding a tablet computer. She is presenting the tablet to another woman who is seated at a table, smiling back. The background is a blurred restaurant interior with other patrons. The entire image has a teal color overlay.

INVOLVEMENT

CX



Marketing



A serene landscape photograph of a lake with rocky islands and a forested shoreline. The image is overlaid with a semi-transparent teal filter. The text 'PURPOSE', 'FOCUS', and 'CONSISTENCY' is centered in large, white, sans-serif capital letters.

PURPOSE FOCUS CONSISTENCY

TALLINK SILJA FOCUS

OUR PURPOSE IS TO CREATE MEMORABLE EXPERIENCES THAT MAKE OUR CUSTOMERS WANT TO RETURN.

OUR VISION IS TO BE THE MARKET PIONEER IN EUROPE.

OUR TARGET BY 2025 IS TO SERVE THE AMOUNT OF NEW AND RETURNING CUSTOMERS EQUAL TO THE POPULATION OF FINLAND.

ENGAGING EMPLOYEE EXPERIENCE

Tallinksiljalaisten ja Tallink Siljan esimiesten uudistuminen

Työvuorosuunnittelujärjestelmä

OUR FOCUS

WE WORK TOGETHER

to exceed our customers' expectations.

I MAKE YOUR DAY.

BE MY GUEST.

I SEE YOU.

EX & CX

Vastuullisuus ja ympäristö

OUR VALUES

Professionalism
Cooperation

Commitment
Joy

DELIGHTING CUSTOMER EXPERIENCE

Elämyksellinen asiakaskokemus

Digitaalinen asiakaskokemus
Future Loyalty: Club One-ohjelman kehitys

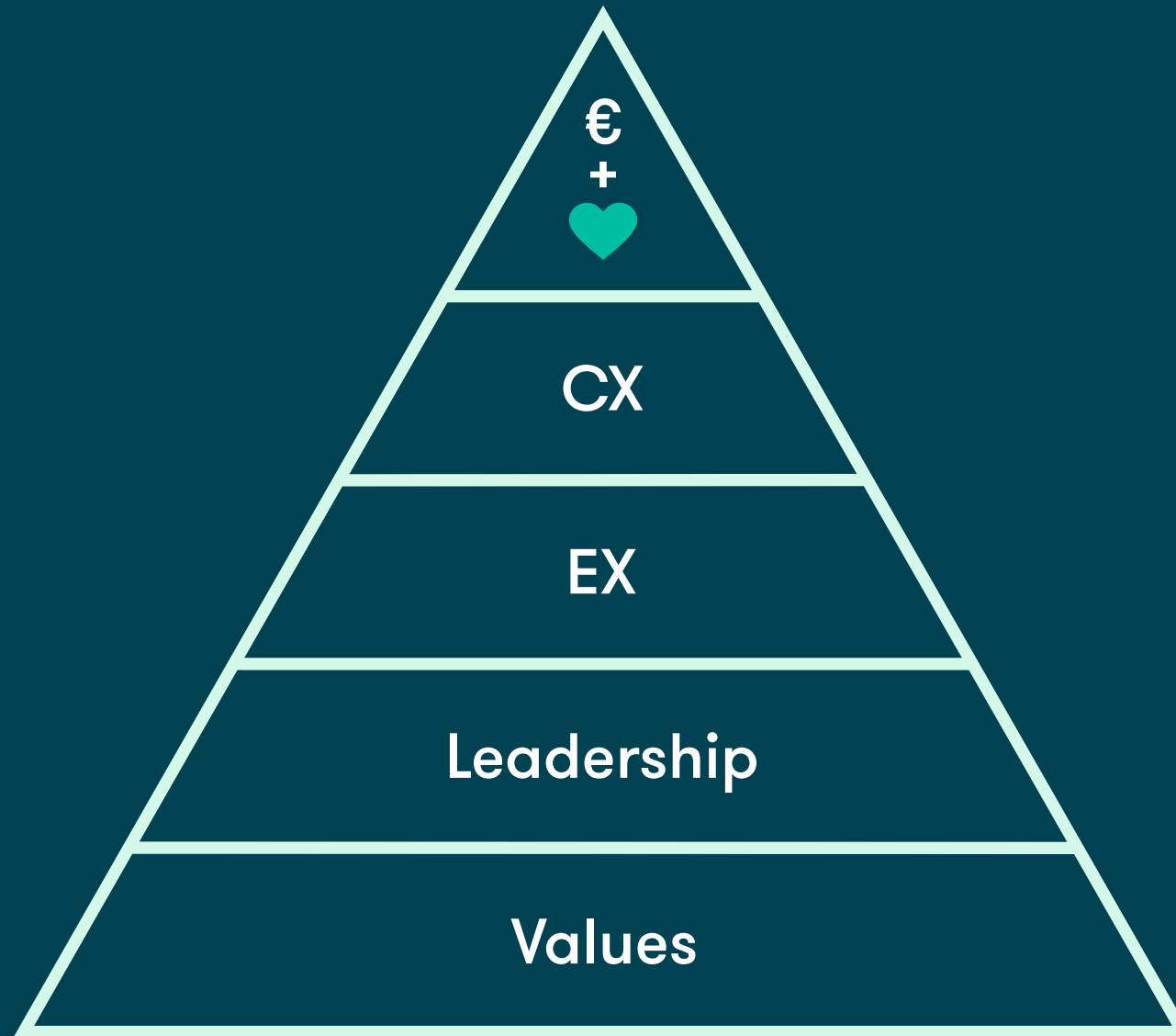
Lapset asiakkaina
Dataohjattu ja personoitu markkinointi

Houkuttelevat terminaalit ja toimivat satamat (TKU)

Onboard järjestelmä

Megastar 2 palvelukonseptit

OUR FOCUS



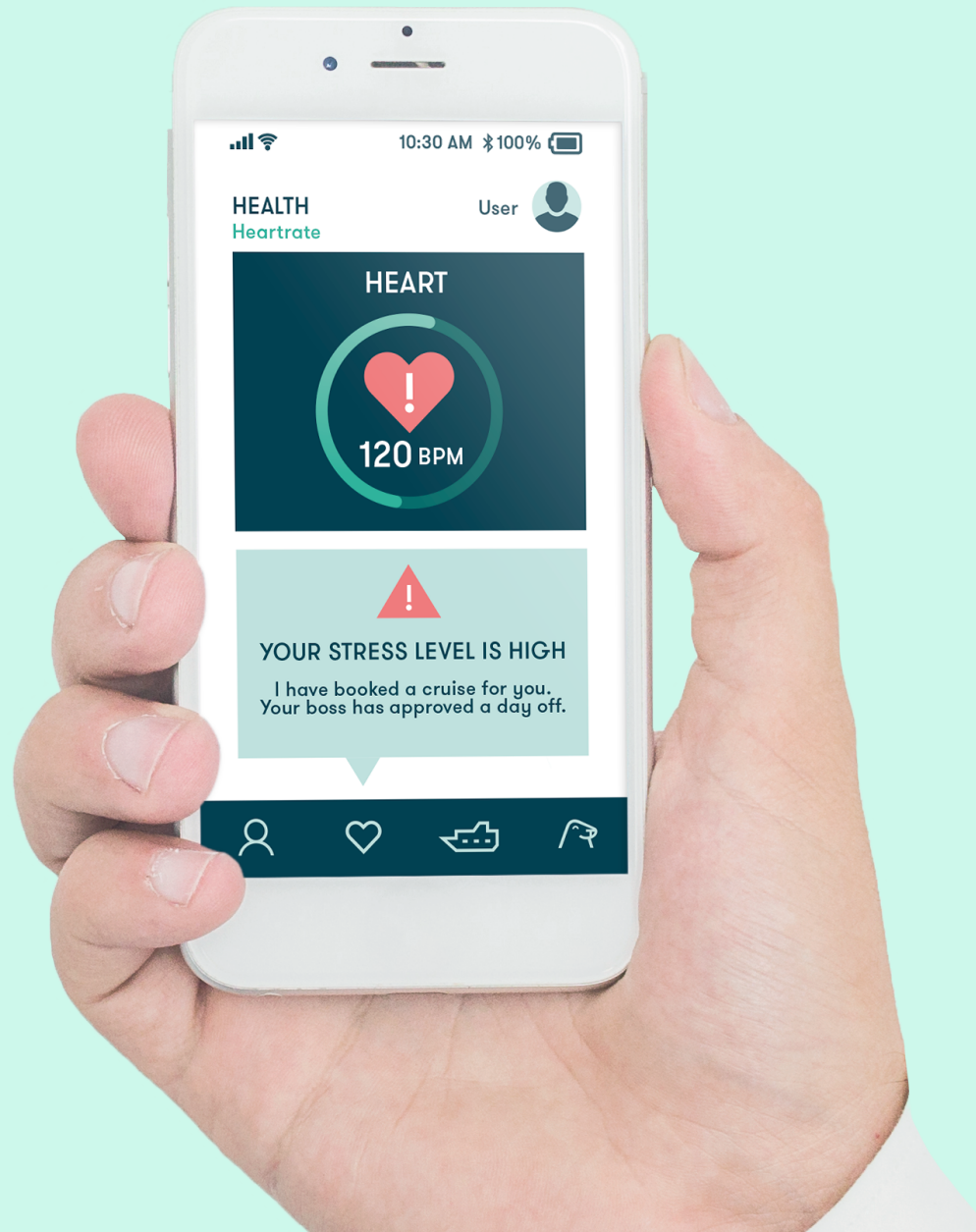
VALUES

COMMITMENT
PROFESSIONALISM
CO-OPERATION
JOY

A large white cruise ship is sailing on a body of water, likely a river or harbor. The ship is white with multiple decks and a dark funnel. The water is calm, and the sky is a deep teal color with some clouds. In the background, there are some buildings and a small lighthouse on the right side. The overall scene is serene and expansive.

SO LONG, SILOS.

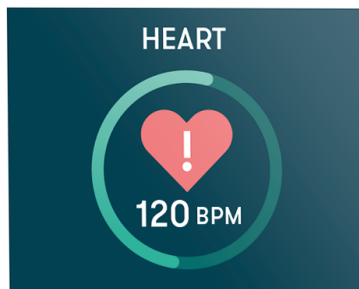




10:30 AM 100%

HEALTH
HeartRate

User



YOUR STRESS LEVEL IS HIGH

I have booked a cruise for you.
Your boss has approved a day off.



THANK YOU

