

# No More Empty Seats

How Royal Caribbean Group Achieved **87%**  
**Gain in Productivity** and **Cut Losses by 10%**

## The Challenge

When the **Royal Caribbean Group** came to Administrate, they were facing challenges similar to many large-scale enterprise training programs:



Geographically-dispersed learners.



Disconnected business systems made keeping track of learner data difficult. This meant missed training opportunities, unreliable course schedules, and unfilled seats.



Managing complex training logistics via spreadsheets was slowing their team down.



Learner engagement was produced manually. They spent hours sending thousands of emails and SMS communications one at a time. An urgent requirement to support strategic business growth without increasing staff.



## Bottom Line Outcomes

# 10%

Saved Annually on Training Costs

# 2700+

Copy and Paste Communications  
Are Now Automated

# 87%

Of Vital Tasks Automated

## ABOUT ROYAL CARIBBEAN GROUP


**Royal Caribbean Group** has been driving innovation at sea with a class of ships that each feature the latest in architectural and technological marvels, along with one-of-a-kind guest experiences. The cruise line continues to revolutionize vacations with itineraries to more than 270 destinations in 72 countries on six continents. The Group is responsible for ensuring that officers around the globe receive the training they need to support the continued growth of their company.

## Overview

The **Royal Caribbean Group** was facing a growing need to revolutionize the way they approached training operations for their learning and development initiatives. More than 80% of their team's time was spent on manually managing vital administrative tasks—email communications, spreadsheet updates, manual tracking. Combined with a lack of visibility into their learner database, this resulted in missed training revenue: a loss of 10% of their training budget annually to empty seats.

## The Solution

Tired of spending hours every day manually approving training requests, receiving cancellations last minute, and losing money on empty seats, they came to Administrate. They needed a platform that could not only manage the administrative work, but also the registrations and approval process, while providing the back-office insight needed in order to get strategic about the future of their training program.



“One of the biggest issues we needed to resolve was: empty seats. We couldn't manage cancellations well. Now, with Administrate, we're able to not only stay ahead of cancellations with automated reminders, but also fill seats quickly when cancellations do happen, using the waitlist feature they built for us.”

Manager of Maritime Safety at Royal Caribbean Group

## The Results

“We haven't had a single empty seat,” the Manager of Maritime Safety said. Their training team was losing investment and training opportunities with every empty seat, and by automating 87% of their previously manual tasks they are not only saving time, but significantly cutting costs from cancellations.

Most importantly, they have leveraged learning analytics, via a no-code reporting engine, to gain strategic 100% insight into their training program. Now, they can track the performance of their learners, connect training outcomes to unique organizational objectives to drive business KPIs.

EXPLORE HOW ADMINISTRATE CAN WORK FOR YOU