



# Wi-Fi Service Portal Service Description

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Prepared By: APØ/ARØ

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Product Line: Access

Product Family: Wi-Fi Services

Product/Service: Wi-Fi Service Portal

Wi-Fi Service Portal is a digital platform that provides ship owners with a unique communication channel and enhances passenger experience on board

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Reach your passengers on their **personal devices**

Utilize digitalization to **improve and enhance passenger experience** by reducing pain points such as passenger flow optimization, promoting onboard services and loyalty programs

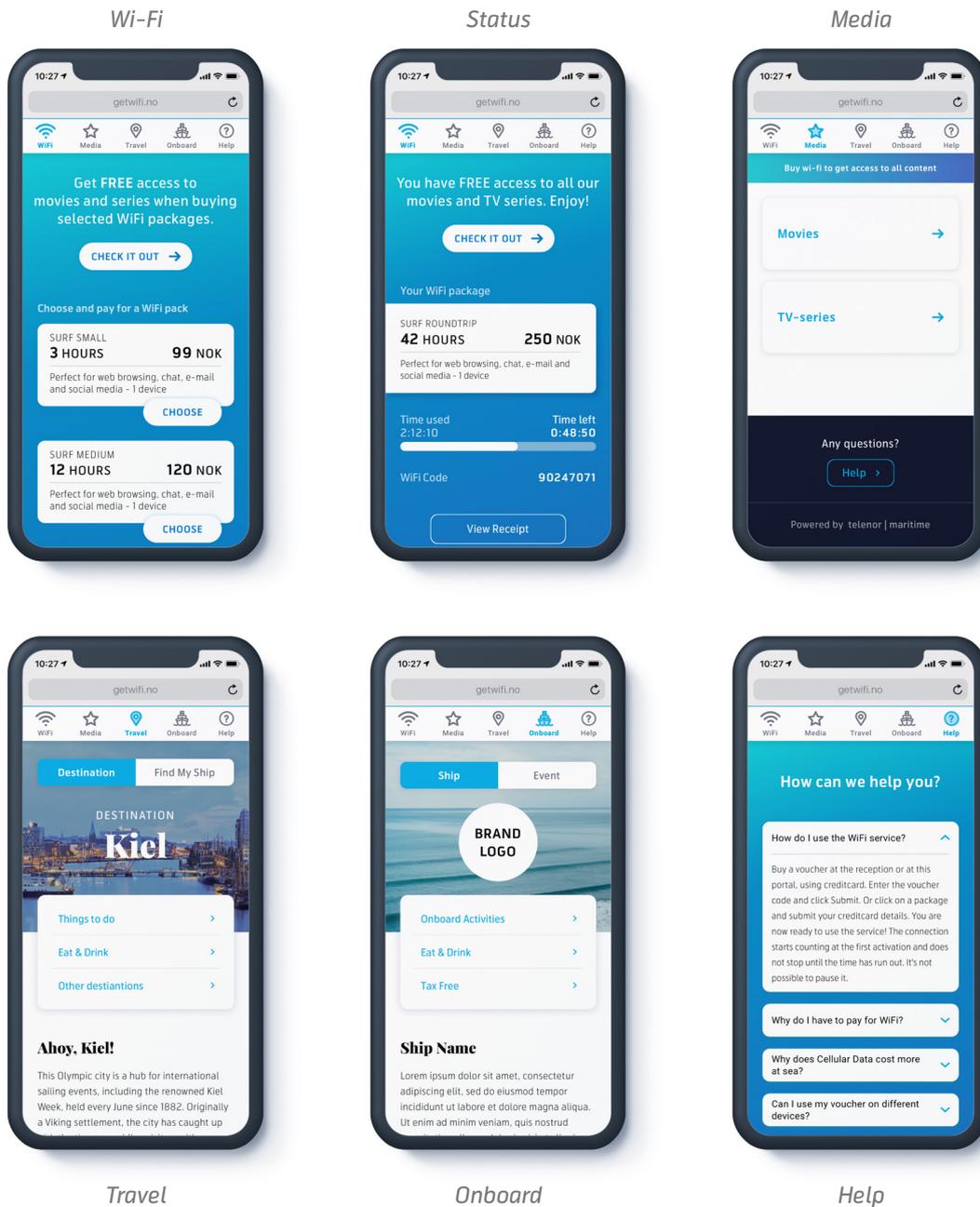
**Enable innovation** and open for new business opportunities between ship owners and third parties

# Contents

<b>Introduction</b>	<b>4</b>
<b>Navigation</b>	<b>5</b>
<b>Subscription Alternatives</b>	<b>6</b>
<b>Basic</b>	<b>7</b>
Content	7
Wi-Fi (Landing Page)	7
Help	10
Multilanguage	10
Features	11
Wi-Fi for Passengers	11
Wi-Fi for Crew	11
Wi-Fi for Conference	11
Free Wi-Fi Solution	11
Manual Prepaid Solution	13
Pay with Credit Card	13
Sales Reports	13
Customer Satisfaction Quick Feedback	14
<b>Standard</b>	<b>14</b>
Content	14
Onboard	14
Travel	15
<b>Premium</b>	<b>16</b>
Content	16
Media	16
Features	17
Customer Satisfaction Survey	17
Integrated Prepaid Booking Solution	18
VIP Customer Club Integration	18
<b>Appendix</b>	<b>19</b>

# 1. Introduction

The Wi-Fi Service Portal (henceforth: WSP) is a web portal for passengers travelling onboard cruise ships where Telenor Maritime (henceforth: TM) provide wi-fi services. When the passenger (henceforth: user) connects to the SSID onboard the ship, they are routed to the WSP where they are able to see information related to wi-fi packages, media content, destination information, onboard information, and a help section.



## 2. Navigation

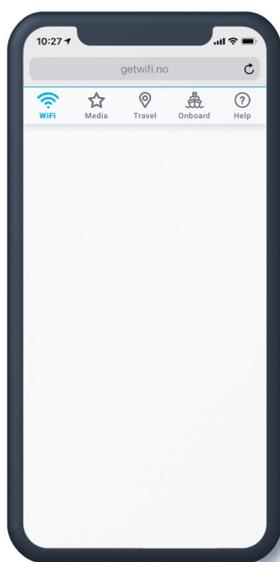
In the top-level navigation (Tab Bar), the user is able to switch between the different main pages inside the portal (Tabs). This includes navigating to:

- Wi-Fi / Status (when active package)
- Media
- Travel
- Onboard
- Help
- Language switcher

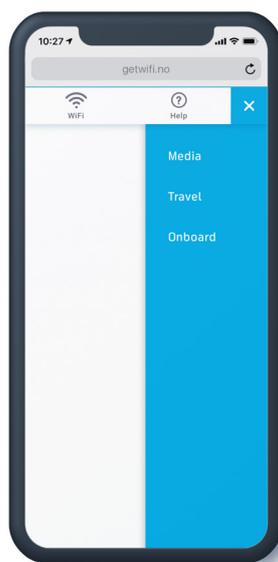
This top-level navigation is persistent on all pages except in the payment flow where the user interacts with Stripe.

Which tabs are active may vary, see [subscription alternatives](#). Based on the number of active tabs the tab bar can adapt in structure/style:

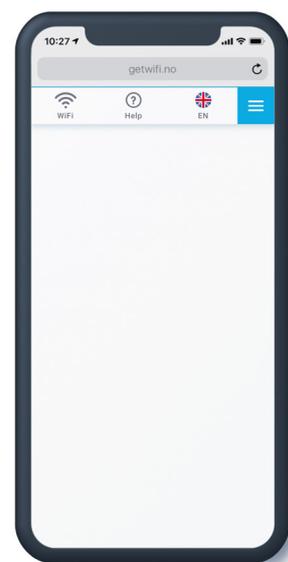
- Tab Bar (max 5 tabs)
- Tab Bar with Burger (collapsible menu)



*Tab Bar 5x Tabs*



*Tab Bar 2x Tabs + Burger*



*Tab Bar 3x Tabs + Burger*

## 3. Subscription Alternatives

There are several subscription alternatives for the WSP, variations of content and feature composition. There are three alternatives:

### Basic

**Available Content:**

- Landing Page (wi-fi sales)
- Help (FAQ)
- Multilanguage
- Two additional content tabs: Onboard and Travel
- Ship Tracking ("Where is my ship?")
- Media Tab with Video-on-Demand

**Available Features:**

- Wi-Fi for Passengers
- Wi-Fi for Crew
- Wi-Fi for Conference
- Free Wi-Fi Solution
- Basic Sales Reports
- On-Board Sales Reports
- Manual Prepaid Solution
- Pay with Credit Card
- Customer Satisfaction Quick Feedback
- Customer Satisfaction Survey
- Integrated Prepaid Booking Solution
- VIP Customer Club Integration

### Standard

**Available Content:**

- Landing Page (wi-fi sales)
- Help (FAQ)
- Multilanguage
- Two additional content tabs: Onboard and Travel
- Ship Tracking ("Where is my ship?")
- Media Tab with Video-on-Demand

**Available Features:**

- Wi-Fi for Passengers
- Wi-Fi for Crew
- Wi-Fi for Conference
- Free Wi-Fi Solution
- Basic Sales Reports
- On-Board Sales Reports
- Manual Prepaid Solution
- Pay with Credit Card
- Customer Satisfaction Quick Feedback
- Customer Satisfaction Survey
- Integrated Prepaid Booking Solution
- VIP Customer Club Integration

### Premium

**Available Content:**

- Landing Page (wi-fi sales)
- Help (FAQ)
- Multilanguage
- Two additional content tabs: Onboard and Travel
- Ship Tracking ("Where is my ship?")
- Media Tab with Video-on-Demand

**Available Features:**

- Wi-Fi for Passengers
- Wi-Fi for Crew
- Wi-Fi for Conference
- Free Wi-Fi Solution
- Basic Sales Reports
- On-Board Sales Reports
- Manual Prepaid Solution
- Pay with Credit Card
- Customer Satisfaction Quick Feedback
- Customer Satisfaction Survey
- Integrated Prepaid Booking Solution
- VIP Customer Club Integration

## 4. Basic

### Content

The subscription alternative Basic includes the following content:

#### Wi-Fi (Landing Page)

In the Wi-Fi tab, the user is able to see the different packages offered in the ship they are onboard. In addition, the user is able to input a wi-fi voucher if they have purchased this/ gotten a voucher code earlier.

To connect to internet through TM's wi-fi service, there are several options:

- Credit Card Purchase
- Existing Voucher Code (e.g. pre-paid)
- Crew Login

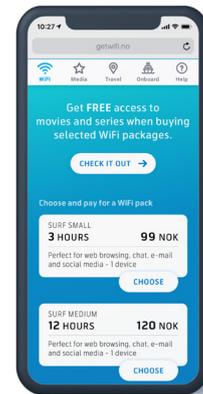
#### Credit Card Purchase

After selecting a wi-fi package, the user is prompted to accept the terms and conditions of the wi-fi service. After accepting the terms and conditions, the user is redirected to a page where they can input their credit card information to complete the purchase.

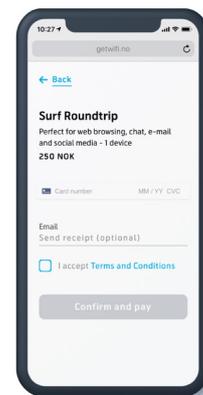
After inputting credit card details, the user takes a few different paths (e.g. 3D Secure Payment) based on device type and/or bank. After a successful purchase, the user is able to see their voucher code, save a receipt or send the receipt to an e-mail of their preference. The user then clicks "Connect" to get the wi-fi service and is redirected to Status.

#### Voucher Code

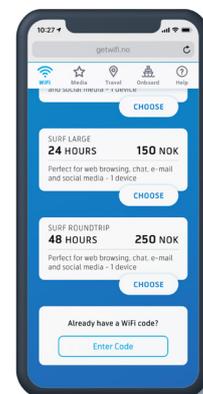
If the user has already gotten a voucher, choose "Enter code", enter the code and click the button "Go online". The user is then prompted to accept the terms and conditions of the wi-fi service. After accepting the terms and conditions, the user is redirected to Status.



Wi-Fi (Landing Page)



Credit Card Purchase



Enter Voucher Code #1

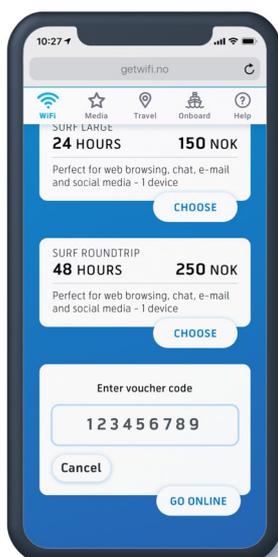
## Crew Login

On board vessels that have own network for crew, the landing page is a little different than for the passengers. It will show a page to either enter a voucher code or to enter credentials to login (crew). To gain access to internet, fill in the login form and confirm by pressing the button below the form.

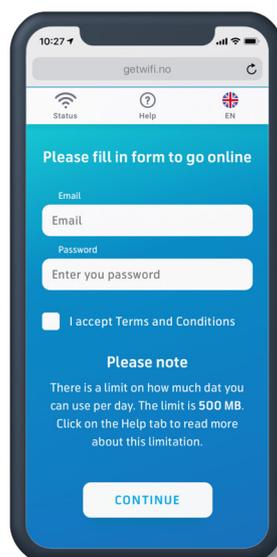
## Status

For most devices, a status page will automatically be available after purchase. If not, one can always go there by typing *getwifi.no* in any browser. On this status page you can:

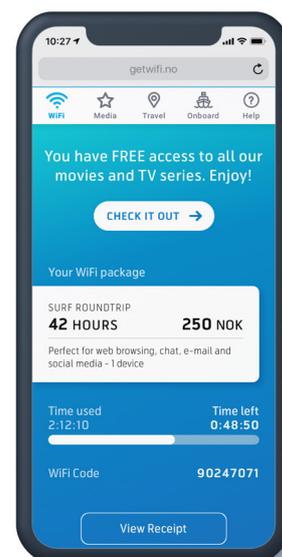
- See wi-fi package information (e.g. name, duration, description)
- See how much time or data you have used
- See voucher code
  - If the user wants to use the purchased internet on another device (the other active device will be disconnected automatically, unless the voucher supports multiple devices)
- Receipt (if you have purchased by credit card):
  - View the receipt
  - Send the receipt to an email address
  - Save the receipt as pdf



Enter Voucher Code #2



Crew Login



Status

## Wi-Fi Package

A wi-fi package is the product a user can buy/activate in the wi-fi portal. The package determines how long you have internet access or how much data you have, and if you have access to other services (e.g. VoD).

A wi-fi package consists of:

- Package Name
- Package Description
- Duration / Data
- Price
- Number of Devices
- Extra Service Access (optional)

Package structure varies from ship to ship.

PACKAGE NAME  
**X HOURS** **X NOK**

Package description – what is included in this package – X device

**CHOOSE**

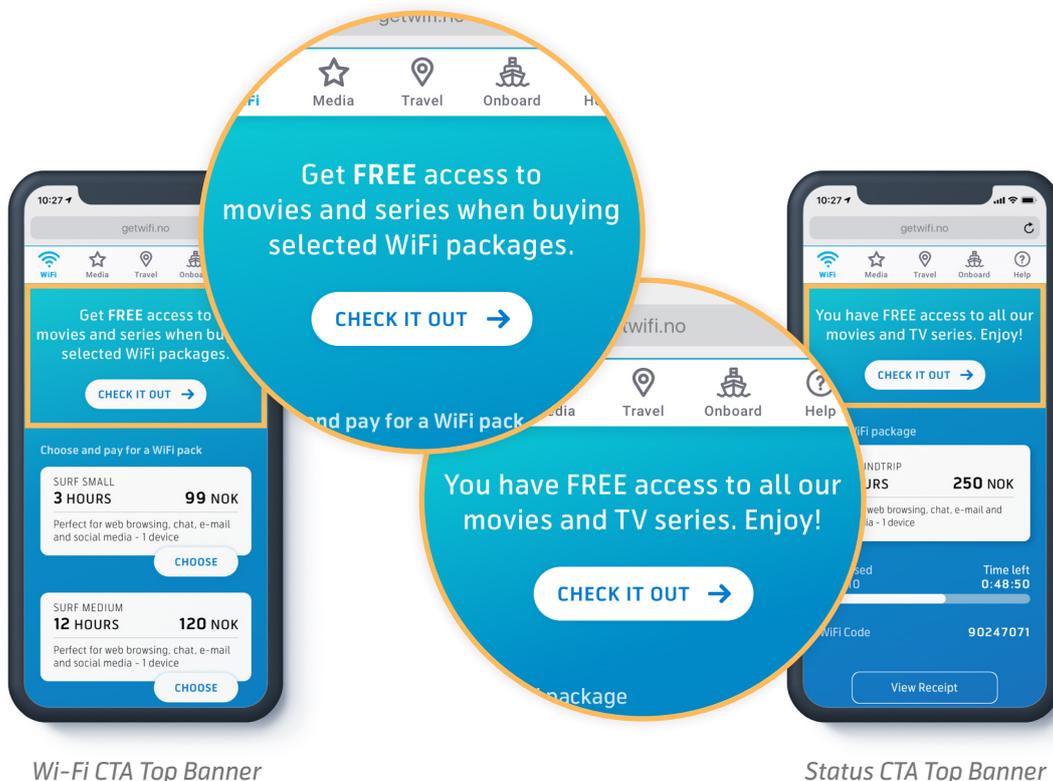
PACKAGE NAME  
**X MB** **X EUR**

Package description – what is included in this package – X device

**CHOOSE**

## Call-to-Action Top Banner

On top of both the Wi-Fi page and the Status page there is possible to display a Call-to-Action (henceforth: CTA) banner, e.g. “Get FREE access to all our entertainment when buy wi-fi. Enjoy! Check it out“. In this case the button “Check it out“, when clicked, will take the user to the Media tab. The content of the banner (text and link) can be different from the Wi-Fi page to the Status page.



## Help

In the Help tab the user is able to read information related to the wi-fi service (FAQ). The information is formatted in a Question & Answer format. The user can click on a question, the question will then expand to reveal the corresponding answer. If the user clicks on the same question again, it will collapse back and only display the question.

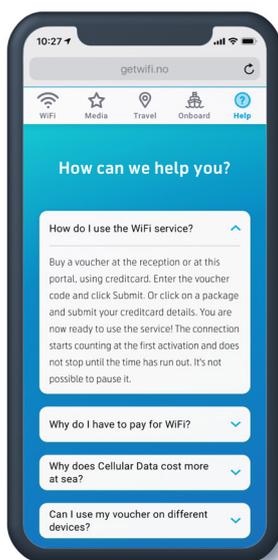
## Multilanguage

The WSP supports multilanguage functionality as well as providing the user with the possibility to select another language. The default setup is to follow the device language setup. If the user manually selects a language (located in the tab bar) this will overwrite the default.

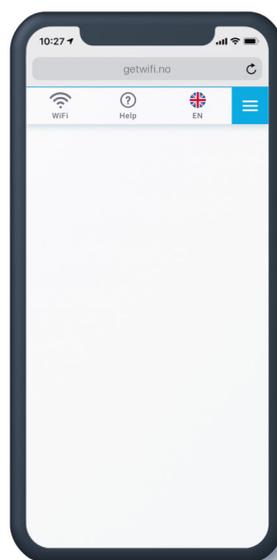
There is support for 9 languages on the Wi-Fi tab and Help tab by default, but not necessarily on the other parts of the WSP. In the event that a user has selected a language that is not supported on all pages, the user is presented with a disclaimer saying that not everything is translated.

Supported languages:

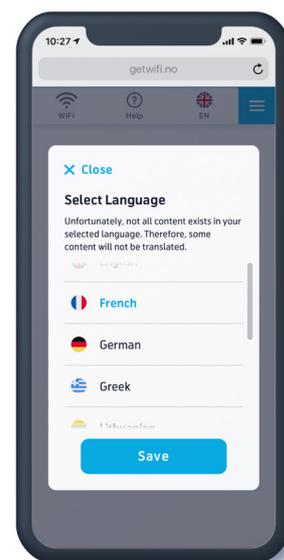
- English
- French
- German
- Greek
- Lithuanian
- Norwegian
- Polish
- Spanish
- Turkish



*Help*



*Tab Bar: Language*



*Select Language*

# Features

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In addition, Basic includes the following features:

## Wi-Fi for Passengers

Passengers can gain internet access onboard through purchasing a wi-fi package in the wi-fi portal or via a voucher code. Passengers can buy a voucher code in the reception onboard (or other sales location).

## Wi-Fi for Crew

A ship may have a separate wi-fi network for crew. If so, the landing page is a little different than for the passengers. It will show a page to either enter a voucher code (normally retrieved in the reception) or to enter credentials to login. In case of credentials, they are used to look up the shipowner's onboard identity server for authentication. To gain access to internet, the crew must fill in the login form and confirm by pressing the button below the form.

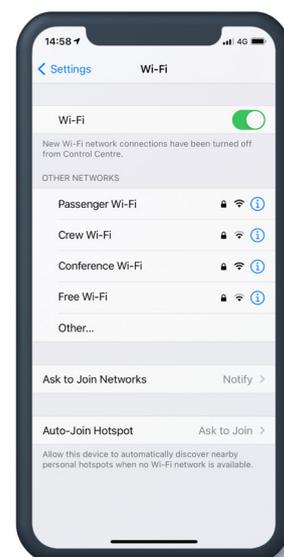
## Wi-Fi for Conference

A ship may have a separate conference network. To gain internet access through this network, a voucher code must be entered. A voucher code is usually retrieved in a conference area service desk or in the reception.

## Free Wi-Fi Solution

There are two alternative solutions for free wi-fi:

- Separate free wi-fi network/SSID
  - In this case, the user is presented with some information about the service, a checkbox to approve the terms and conditions and a button to click on to get online.
- Combined network with paid packages and free alternatives together
  - In this case the user is presented with options to purchase a premium service package or to choose a free package. After clicking on the free package, some info text and connect button is provided.



Wi-Fi Network / SSID

## Manual Prepaid Solution

The passenger is presented with wi-fi package purchase option(s) during booking of their ticket. If they purchase a wi-fi package, their ticket/receipt must show this. When the passenger gets onboard, they present this ticket/receipt to the reception and the receptionist prints one or more voucher codes corresponding to their purchase, and then gives to the passenger to enter in the wi-fi landing page. The passenger does not pay anything onboard in this case.

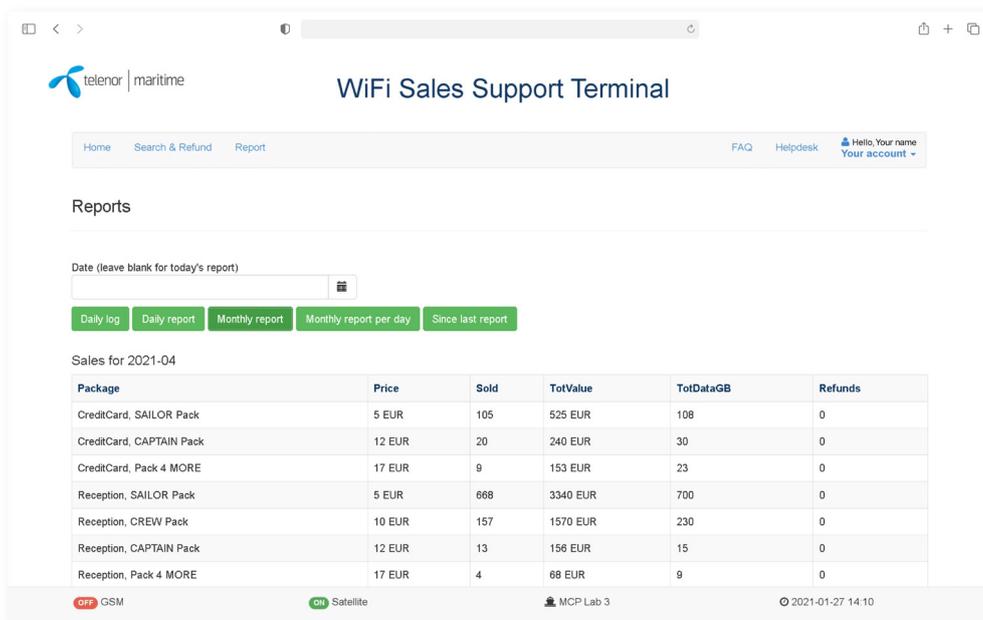
## Pay with Credit Card

When buying a wi-fi package through the WSP the user can pay with credit cards such as VISA, Master Card etc. See [Credit Card Purchase](#).

## Sales Reports

Different report types:

- Basic Sales Reports (Excel Report)
  - Reports on how many packages sold
- On-board Sales Reports (System Report)
  - Wi-Fi Sales Support Terminal is a web solution for the crew on board
  - The terminal enables crew to download sales reports when onboard
  - Report Types: Daily log, Daily report, Monthly report, Since last report



The screenshot shows the 'WiFi Sales Support Terminal' interface. At the top, there is a navigation bar with 'Home', 'Search & Refund', and 'Report' links. Below this, there is a 'Reports' section with a date input field and several report type buttons: 'Daily log', 'Daily report', 'Monthly report', 'Monthly report per day', and 'Since last report'. The main content area displays a table titled 'Sales for 2021-04' with the following data:

Package	Price	Sold	TotValue	TotDataGB	Refunds
CreditCard, SAILOR Pack	5 EUR	105	525 EUR	108	0
CreditCard, CAPTAIN Pack	12 EUR	20	240 EUR	30	0
CreditCard, Pack 4 MORE	17 EUR	9	153 EUR	23	0
Reception, SAILOR Pack	5 EUR	668	3340 EUR	700	0
Reception, CREW Pack	10 EUR	157	1570 EUR	230	0
Reception, CAPTAIN Pack	12 EUR	13	156 EUR	15	0
Reception, Pack 4 MORE	17 EUR	4	68 EUR	9	0

At the bottom of the interface, there is a status bar showing 'OFF GSM', 'ON Satellite', 'MCP Lab 3', and a timestamp '© 2021-01-27 14:10'.

*Wi-Fi Sales Support Terminal: Reports*

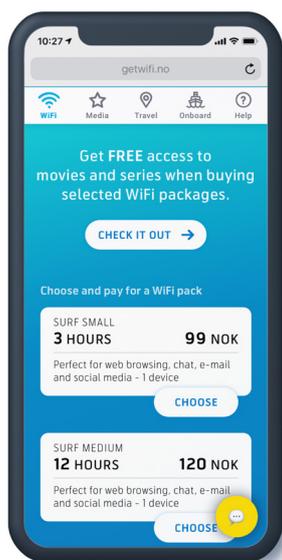
## Customer Satisfaction Quick Feedback

The customer satisfaction feature enables TM to gather user feedback. A floating button (yellow button) will be persistent on all pages except in the payment flow where the user interacts with Stripe.

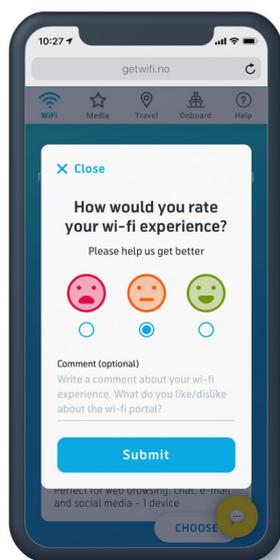
If the user clicks on the yellow button a modal window will appear and the user is presented with following options/steps:

- The user is given three choices: red smiley, orange smiley and green smiley.
- When one of the smileys is selected the user can leave a comment, but this is optional.
- When clicking "Submit" the user is displayed a thank you message and a reminder saying that they can leave unlimited number of submits if needed/wanted.
- When clicking "Finish" the modal window disappears/closes.

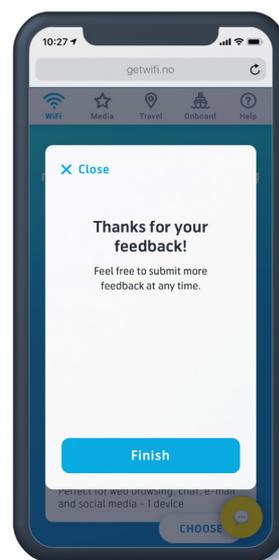
The yellow button will still be available. The user can go through the same process as many times as he/she wants.



#1 Floating Button (yellow)



#2 Options



#3 Submit Success

## 5. Standard

### Content

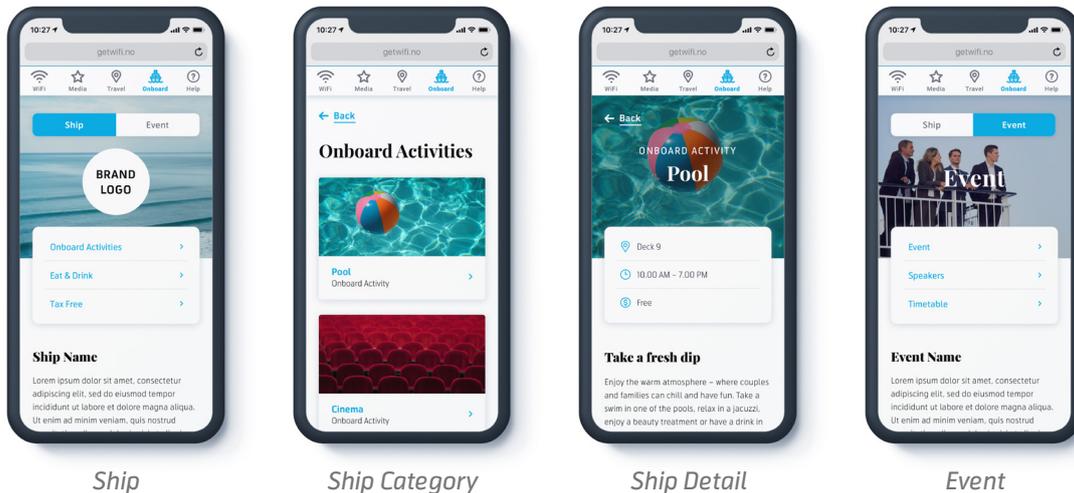
In addition to the content and features in Basic, the following content is included in the subscription alternative Standard:

#### Onboard

In the Onboard tab, the user can read information about the ship they are currently onboard. In addition, the user can also access an Event sub-page that shows information related to different events happening onboard the ship.

The Onboard tab is divided into two sub-pages:

- **Ship** (e.g. Anek Lines Olympic Champion)
  - Ship Category (e.g. Onboard Activities)
  - Ship Details (e.g. Pool)
- **Event** (e.g. Shippax)
  - Event Category (e.g. Speakers)
  - Event Details (e.g. Speaker)

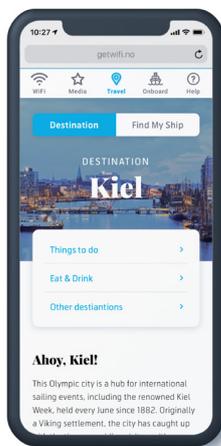


## Travel

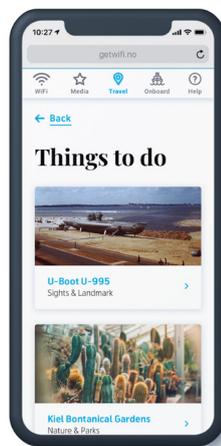
In the Travel tab, the user is able to read information about the ship's destinations. The information and content changes dynamically based on ship's timetable and route. The user can toggle between different destinations on the route. In addition, the user can see a map with the position of the ship in real-time, as well as the route.

The Travel tab is divided into two sub-pages:

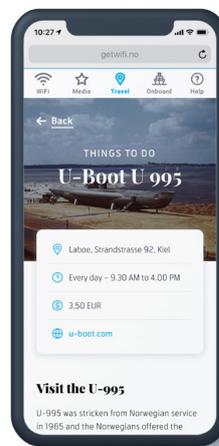
- **Destination** (e.g. Copenhagen)
  - Destination Category (e.g. Things to do)
  - Destination Detail (e.g. Legoland)
- **Find-my-Ship**



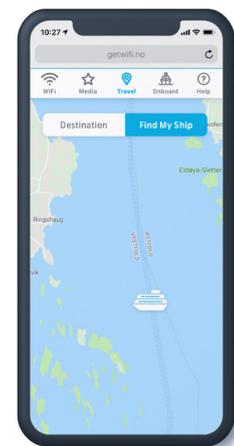
*Destination*



*Destination Category*



*Destination Detail*



*Find My Ship*

## 6. Premium

### Content

In addition to the content and features in Standard, the following content is included in the subscription alternative Premium:

### Media

In the Media tab, the user is able to see the different media services available for the ship they are onboard. The user can browse content but will not be able to access it without having an active wi-fi package with associated media access.

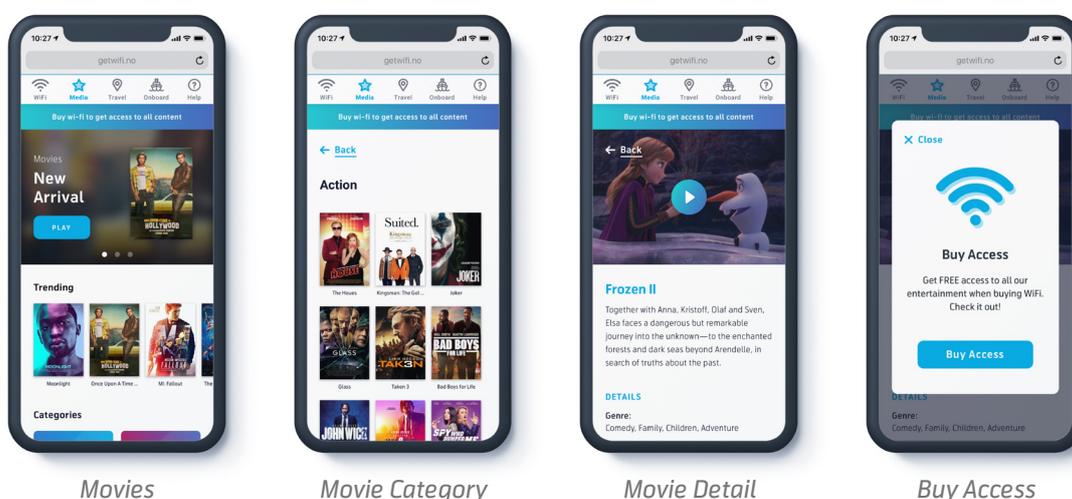
There are two services available:

- Movies
- TV-series

This is Video-on-Demand (VoD), provided by Bazeport. The content is hosted on a server onboard the ship.

### Before Purchasing Access

The user is able to browse the content of the movies and tv-series, and read more detailed information about each title (detail page), but they are not able to play the selected content. If the user clicks on “Play” a modal window will appear informing the user that they need to purchase access. If the user clicks on “Buy Access” in the modal window they are redirected to the Wi-Fi tab.



A banner displayed below the tab bar will be visible on all Media pages before purchasing access. When clicked the user is redirected to the Wi-Fi tab.

### After Purchasing Access

After purchasing access (either through a wi-fi package or media-specific package) to the media service, the user will be redirected to the correct media provider (e.g. Bazeport.tv).

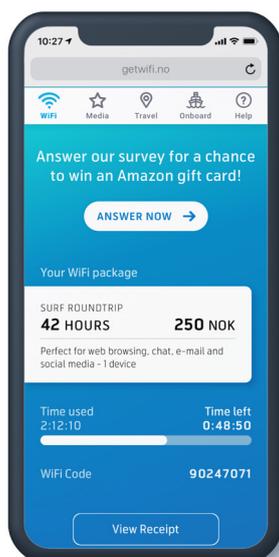
## Features

In addition, Premium includes the following features:

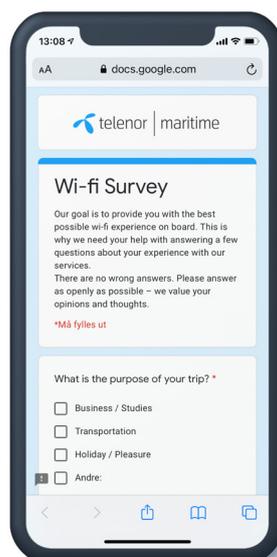
### Customer Satisfaction Survey

The customer satisfaction survey enables us to gather more custom user feedback. This type of survey is conducted via google forms.

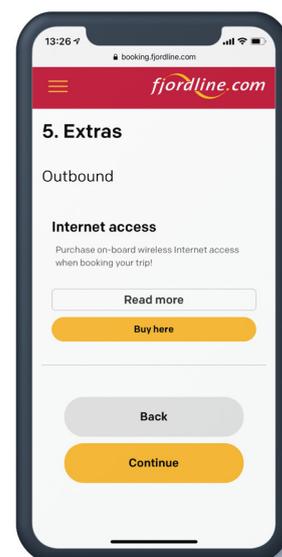
The user is guided to the survey through the WSP, this is done after a wi-fi package is activated (either through purchase or a voucher code), via the CTA Top Banner on the Status page. When the CTA is clicked on, the user is sent to the google form which is opened in a new browser tab.



Survey CTA



Google Form Survey



Fjordline Booking Solution

## Integrated Prepaid Booking Solution

TM work together with shipowners to integrate internet access in shipowners own booking solutions, e.g. online ticket sales. This enables passengers to purchase internet during the ticket booking process.

## VIP Customer Club Integration

TM work together with shipowners to integrate shipowner's VIP customer club, e.g. register members, member offers/deals etc.

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When installing TMs wi-fi service on board the subscription alternative called [Basic](#) is included. The other subscription alternatives, [Standard](#) and [Premium](#), require a dialog between TMs Key Account Managers and the shipowner to agree upon subscription and price.

### General Contact Information:

Roger Vimme

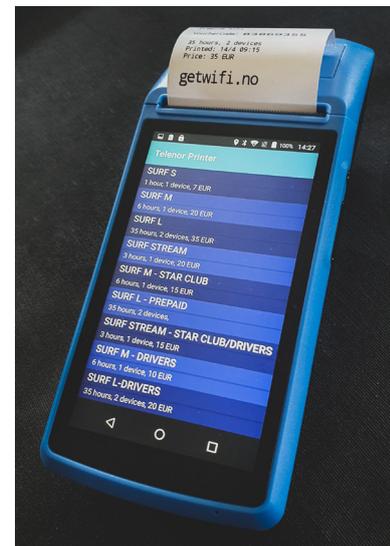
[rvi@telenormaritime.com](mailto:rvi@telenormaritime.com)

+47 907 83 495

### Android-Based Wireless Voucher Printer

It is possible to print vouchers directly on the Telenor Maritime printer (if available) or through the Sales Support Terminal. Options will depend on the contract between Telenor Maritime and the shipowner.

Printer buttons on Telenor Maritime's printer correspond to the wi-fi packages offered on board. Packages are listed at the bottom of the FAQ on the Sales Support Terminal.



*Telenor Maritime Printer*

### Wi-Fi Billing

Wi-Fi Billing server is calculating revenues and VAT based on IAS backend sales reporting, and reports further to tax authorities and Telenor Maritime financial systems. The Wi-Fi Billing system handles VAT calculations according to the new complex EU 2015 regulations for digital services, which means VAT is calculated based on a rule set formed of departure country, destination country and current country at activation (consumption) of voucher.

The Wi-Fi billing system then delivers reports to MOSS – a selected One-Stop-Shop site for reporting and paying taxes to all relevant EU countries. In addition it reports to the Data Warehouse System for handling revenue sharing, 24SO for accounting and non-EU VAT handling, and BI tool for sales statistics analysis.

This enables Telenor Maritime to offer proper handling of VAT for the ferry market customers, within a Business-to-customer sales model, where Telenor Maritime is responsible for the cash flow from collecting the money, to paying VAT, transaction fees and providing revenue share back to the ship owners.

# Wi-Fi Service Portal Service Description

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