

# How technology improved our Saturdays



A year ago, 43 Parallelo struggled with the same Saturday craziness as many other charter operators.

When they were turning around every boat in their fleet — at 2 to 2.5 hours per boat — the process required significant time and manpower.

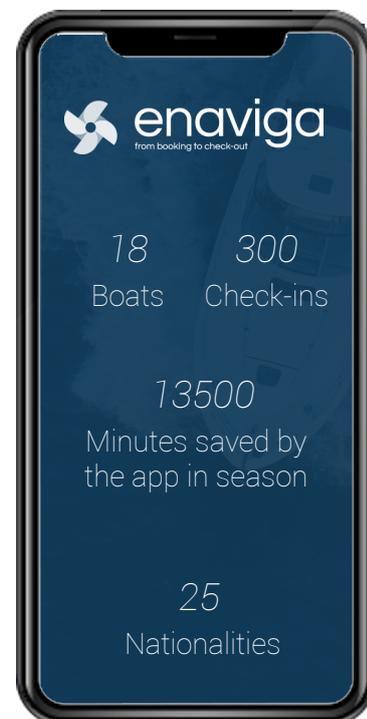
Nowadays, though, Saturdays are much smoother sailing. Instead of technician walk-throughs taking an hour, they take 10-20 minutes.

*Why?* \_\_\_\_\_

Because 43 Parallelo began using the Enaviga App to check in clients.

**“During the high season, we had to do 18 check-ins a day”**

Dario Zana - owner



# HOW DID PARALLELO MAKE A DIFFERENCE

**“In particular, what attracted us was the possibility for the client to discover the boat in advance”**

This means that when guests arrive at the Marina, they already have a good sense of what they’re going to find on board.

**“It helps the client to be more confident with the boat”**

Additionally, it reduces the paperwork needed at check-in.

Prior to using the app, 43 Parallelo had more than 150 check-in criteria that clients needed to go through, divided into groups (deck equipment, navigation equipment, etc). Clients had to find the equipment on board by searching on a paper map, finding a corresponding letter, and working their way through a booklet of materials.

(43 Parallelo created custom paper instruction manuals for every boat in their fleet, taking up time and effort.)

With the Enaviga app, both of these processes were automated. The number of check-in criteria was streamlined to 70, and clients were able to explore videos and photos of the boat’s different features prior to check-in.



Discover the  
boat in advance



Reduces check-in  
time



Automated charter  
processes

# WINNING

## CLIENTS OVER

**“Many clients were enthusiastic about it, even if they were quite skeptical at first”**

After all, the sailing community is small, and many renters are repeat customers who are used to doing things a certain way. For this clientele, shifting to an app-based check in may be met with resistance.

**“It’s a brand-new system, and clients are not used to it. I think it will take some time for them to process”**

Another challenge is getting guests to download the app. Some may ignore the prompt to download the app—perhaps they don’t want another app on their phone, or they ignored the email, or any number of other reasons.

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**“That is a pity”**

...

**“Downloading the app before coming to the base is one of the strong points of the system.”**

Even if guests haven’t downloaded the app ahead of time, though, they can still benefit. Zana’s staff can encourage them to download the app at check-in, since the videos and pictures featured are accessible offline, and can serve as a reference or manual to help guests once on board.

Now that 43 Parallelo has improved the check-in process using technology, it’s likely they’ll continue to do so. In fact, they even upgrade to their own app, featuring their own company’s branding, to help improve brand awareness with their clients.

# 43° PARALLELO

## WORKING WITH ENAVIGA

*43 Parallelo was one of the early adopters of the Enaviga's app for check-in and its booking management system. As such, Enaviga worked closely with 43 Parallelo to understand pain points and improve the app. Here's what their team had to say about working with Enaviga (edits have been made for brevity and clarity):*



Working with Enaviga was enjoyable, as we found people always available to help us with our needs. Ivan, the person who followed us during the process, was always ready to answer us and help us with the problems we had during the check-ins, via email and even by phone.

During the process, Enaviga took into consideration all of our observations and concerns. They made changes to the app from the minute we started using it, thanks to our observations and requests.

It took us more or less 3 months to be able to do all of the check-ins via app.

Initially, we had to upload all of our boats on the website. Then, Ivan came to our base to inspect our boats and take pictures and videos for the app. It took us 3 days to do all the material for our 18-boat fleet.

Then it came the hardest part. We had to upload all the materials on the website, and make sure that everything matched with the features of each boat, including locations of equipment, descriptions and translations. We also had to change the structure of our old checklist to adapt it to the logics of the app, where everything is divided into areas.

We then started testing the app with clients. After check-in, we asked them for their opinions and took note of what could be changed and what didn't work. Then, we communicated all of our notes to Ivan, who was in touch with the developer of the app, and who made changes accordingly.