



## Travel Agents Can 'Ask Isaac' for Princess Cruises' Help Online

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Princess Cruises is drawing on its Love Boat expertise to offer advice to Australian travel agents, with the launch of its new online click-to-chat service "Ask Isaac".

Named after the most recognisable bartender at sea, Isaac from the long-running TV series *The Love Boat*, the click to chat service is available through the World Leading Cruise Line's One Source ( [www.onesourcecruises.com](http://www.onesourcecruises.com)) portal.

Designed to give agents access to assistance without interrupting their sales calls, the service enables agents to type in questions from clients, which are then directed to a Princess Cruises expert in the right area to deal with the query.

Agents can then pass on the Princess response to their client without any disruption to their conversation, eliminating the need to contact the consumer assistance call centre or navigate time-consuming call menus.

In addition, chat conversations can be saved and printed or emailed for future reference.

The cruise line has produced a short video featuring actor Ted Lange, who played Isaac in *The Love Boat*, to help agents make the most of the new service. Agents can view the video here: <https://www.youtube.com/watch?v=Vs3BAVLQx3E> and find out more information about Ask Isaac here: [www.onesourcecruises.com.au](http://www.onesourcecruises.com.au).

Princess Cruises Vice President Australia and New Zealand Stuart Allison said the new service was aimed at saving agents' time and improving their service levels.

"When customers ask a question, they appreciate a prompt response so we think this service will be a winner – just like our famous bartender Isaac," Mr Allison said.