

2ND CSN NORTHERN EUROPEAN CREWING CONFERENCE



The End of the Tradeoffs

How AI finally bridges crew travel's oldest divide.

Marko Saul, CEO & Co-Founder, Crewpoint

HAMBURG 22 SEPT 20206

Crew travel has always forced a choice.

THE TECHNOLOGY PATH



- Always on 24/7, whenever you work.
- Instant tickets, after purchased.
- Low cost-per-transaction.

But

- Only content, no context.
- Burden crewing managers with the travel.
- Each booking is handled separately.

THE HUMAN-ORGANIZED PATH



- Expert travel agents with knowledge.
- Travel agent takes full responsibility for the process.
- Tailor made solutions for complex cases.

But

- Asynchronous - mostly email-based and manual.
- Speed of service tied to working hours.
- Experts add significant margin.

The industry paid the human-ops premium because dead-ends were worse than the cost.

Crew travel lives in the tail.

STANDARD CASES



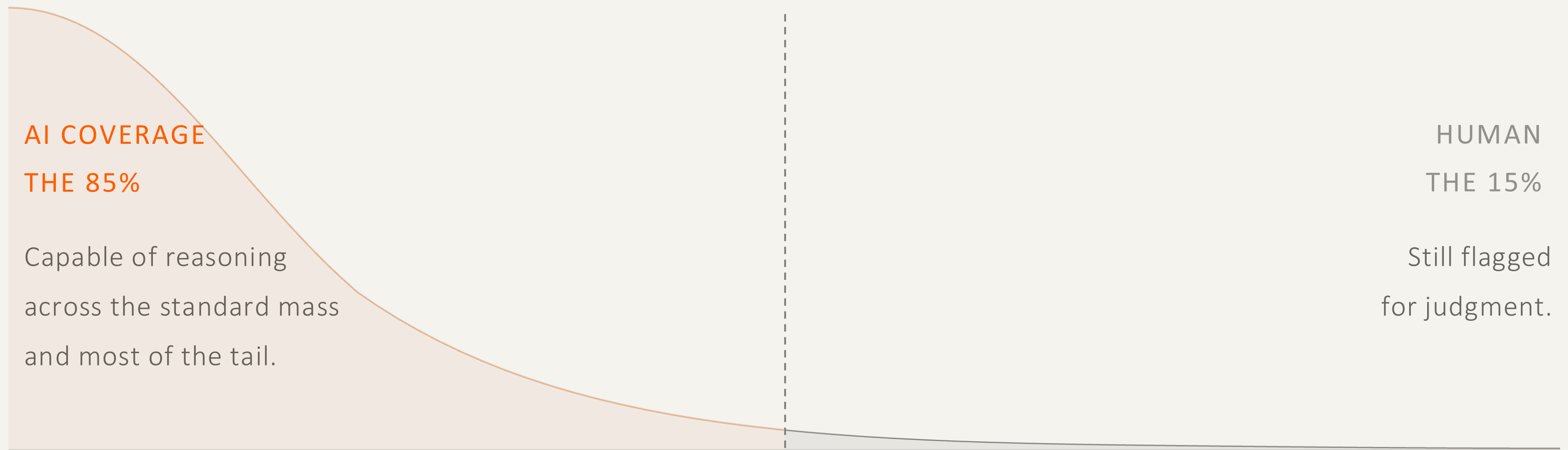
High volume.
Predictable.
Easily templated.

EDGE CASES

Every situation slightly unprecedented.

- Rule-based systems need scenarios specified in advance.
- The long tail breaks them, and when they break, they don't break gracefully.

AI can reason about cases it has never seen.



- Weigh multiple travel options for the same route. Consider travel and visa restrictions.
- Use predictive capabilities to flag potential disruptions. Operating 24/7 without missing details.
- AI also hits walls - looping users back through itself without resolution.

The future architecture of marine crew travel.

85%

AI LAYER

Handles the repetitive majority.

24/7 access to meet your needs. Embedded into your crewing system, for seamless ordering.

Document checks. Predictive capabilities. Best practices of an expert travel agent.

— SEAMLESS HANDOFF, INVISIBLE TO THE PURCHASER ↓ —

15%

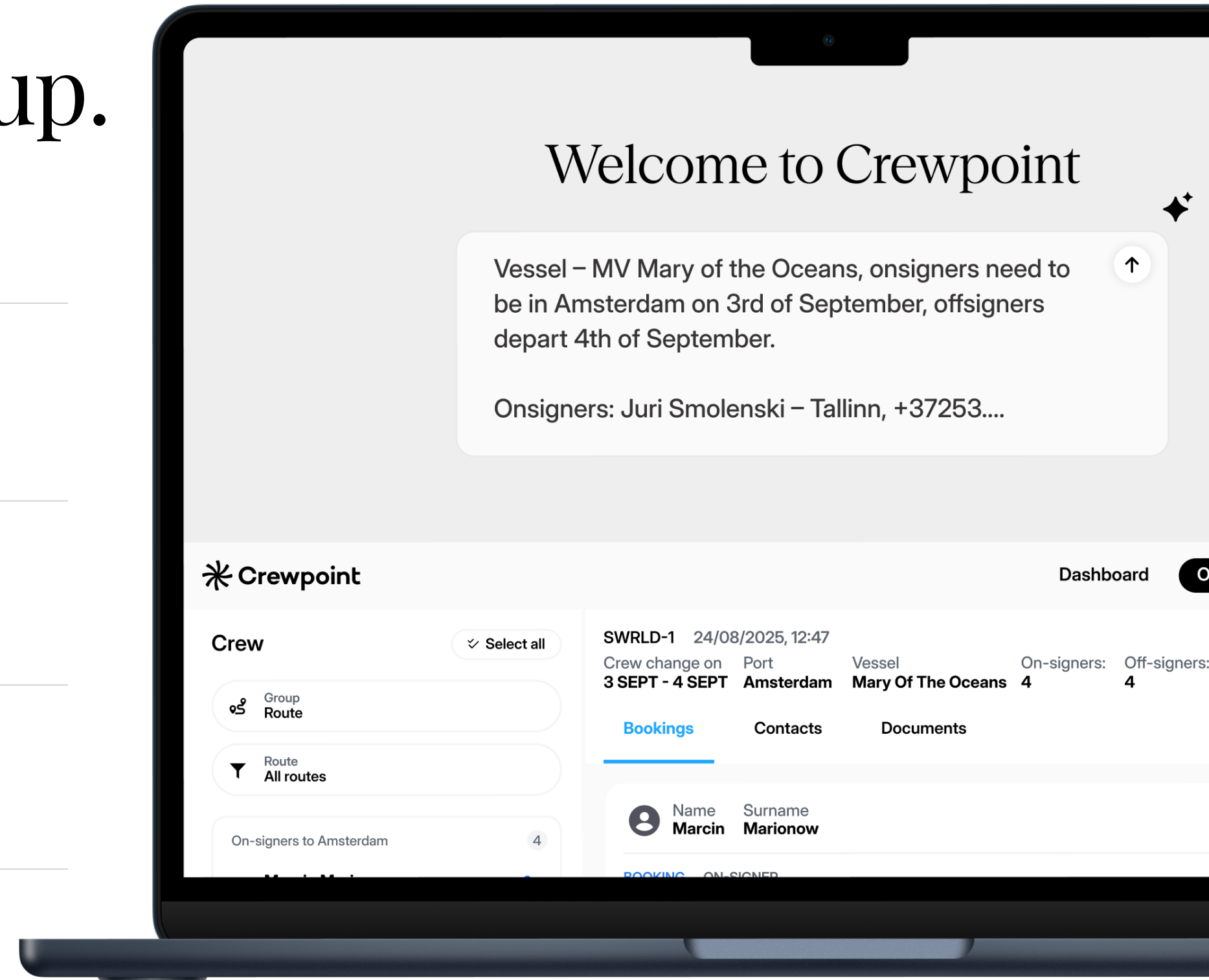
EXPERT HUMAN LAYER

Handles what AI can't.

Human touch. Critical judgment and creativity, when the situation requires it. Capacity to step outside the system and find solutions through any means. Improves and trains AI for better quality.

AI-native from the ground up. Built for maritime travel.

- 01 Access via the Crewpoint platform, email, or seamless integration into your crew management system.
- 02 24/7 availability with marine crew travel experts in the loop to ensure the highest quality of service and reliability.
- 03 Attractive commercial and payment terms that are aligned with requirements of the maritime sector.



“When it's built right, AI doesn't bridge the gap between digital efficiency and human reliability. It ends it.”

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Thank You!
Let's Connect

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