

# Labrador Marine Inc

## case study



### Modernising Ferry Operations

Labrador Marine Inc. (LMI) operates vital ferry services across northern Canada, supporting both passenger travel and high-frequency commercial vehicle traffic. With strong seasonal demand peaks, winter service reductions and complex vehicle bookings, LMI's legacy systems were placing increasing pressure on staff and infrastructure. LMI needed a stable, modern platform purpose-built for ferry operations, without disrupting daily operations.

#### Objectives

- Modernise ferry booking and operational systems to support high passenger and vehicle volumes
- Improve customer visibility, transparency, and self-service capabilities
- Reduce manual processes for check-in and waitlists
- Optimise vessel deck utilisation, particularly for complex vehicle bookings
- Reduce time-consuming refunds and payment reconciliation
- Ensure system stability and performance during peak seasonal demand
- Enable a seamless transition from a custom legacy system with no operational disruption
- Support fast, effective crew training across varying levels of technical experience

#### Solutions

- Implement FerryHawk's fully integrated, cloud-based reservation and operations platform
- Enable customer self-service bookings and real-time availability across all devices
- Enable commercial customer bookings online
- Deliver real-time customer notifications for availability and service updates
- Introduce digital check-in and live load management through a single interface
- Automate waitlists to improve vessel utilisation and reduce manual tracking
- Improve deck planning using accurate vehicle make and model data
- Automate refunds and payment processing to eliminate reconciliation issues
- Provide an intuitive system design to support rapid crew onboarding

## RESULTS

**Increased operational efficiency across bookings, check-in, and vessel management**

**Migration of 56,000+ records and active bookings with zero errors**

**Zero downtime and reduced staff workload during peak travel periods**

**Improved customer experience through transparency and self-service**

**Higher vessel utilisation driven by automated waitlists and optimised deck planning**

**Faster crew training and increased operational flexibility**

**A stable, scalable platform purpose-built to support long-term ferry operations**

#### Conclusion

FerryHawk's focus on modernising ferry operations and improving visibility across bookings and vessel management has delivered clear success for Labrador Marine Inc. By turning complex operational challenges into efficiency gains, improved customer experience, and higher vessel utilisation, FerryHawk has proven its value as a reliable, purpose-built partner for ferry operators.

#### Testimonial

*FerryHawk has significantly improved our booking operations. It's intuitive, reliable, and built with a real understanding of ferry operators' needs. The team's support has been outstanding.*

**Austin Daley, General Manager**



**Labrador Marine Inc.**

[www.ferryhawk.com.au](http://www.ferryhawk.com.au)