Magnetic Island Ferries

case study

Powering Digital Change in North Queensland

Magnetic Island Ferries operates the only freight service between Townsville and Magnetic Island, alongside hourly ROPAX passenger and vehicle sailings. Online booking reached only as far as standard vehicles: freight bookings and commuter passes were handled manually, check-in at the ramp was paper-based, and tide-dependent limits kept oversized loads off the online channel.

Objectives

- Extend online booking beyond standard vehicles to trucks and commercial freight
- Replace manual handling of freight bookings and paper commuter passes
- Replace paper-based manifests and manual check-in at the ramp
- Gain accurate control of vessel weight and deck capacity on every sailing
- Reduce check-in time and vehicle queueing at the terminal
- Allow oversized loads to be booked online within tide-dependent operating limits
- Consolidate payments onto one provider across every channel, including the new POS
- Simplify a disconnected landscape of booking, CRM and payment systems

Solutions

- Implement the standard FerryHawk cloud-based reservation and operations platform
- Open online booking to trucks, trailers and commercial freight
- Digitise manifests and deliver mobile check-in with a live, real-time vessel manifest
- Model capacity by lane metres, dimensions and weight, with live load visibility for crew
- Apply tide-aware availability rules that open and close oversized bookings by sailing
- Replace paper commuter cards with digital travel passes, purchased and managed online
- Integrate a single payment provider across web, call centre and point of sale
- Integrate best-of-breed systems via APIs, replacing disconnected platforms

RESULTS

Passengers, vehicles and freight booked through a single self-service portal
Commercial freight customers booking online for the first time
Paper manifests and manual check-in replaced with digital check-in
Accurate weight and deck capacity control on every sailing
Oversized loads bookable online within tidal operating limits
Paper commuter cards replaced with fully digital travel passes
Delivered in three months — on time, within budget, minimal customer disruption

Conclusion

FerryHawk delivered its standard platform in three months — on time, within budget, and with little to no disruption for customers — including change management, user training and migration from the previous booking system. Passengers, vehicles and freight now sell through one self-service portal, and the move reflects Riverside Marine's ongoing investment in its marine businesses.

Testimonial

We are constantly improving our customer experience to give people more choice and flexibility. Our new booking system is just the first step, providing the technological foundation to unlock future automation.

Angus Campbell, Director, Riverside Marine

www.ferryhawk.com.au