

Ambassador Cruise Lines selects Quvia to scale connectivity operations



Ambassador Cruise Lines scales connectivity operations with Quvia

[Ambassador Cruise Line](#) has partnered with [Quvia](#), an AI-powered QoE platform, to scale connectivity operations across its growing fleet. With Quvia, Ambassador now has real-time visibility into onboard performance and the ability to forecast demand, ensuring high-quality experiences for passengers and crew.

Since launching in 2021 and sailing for the first time in 2022, Ambassador has expanded its digital experience offerings through guest connectivity services and tools that support onboard engagement. As demand grows and the fleet expands—Ambience and Ambition serving the no-fly U.K. market and Renaissance offering Caribbean fly-cruises in the winter months—the company needed a way to anticipate traffic patterns, manage consumption and maintain onboard QoE in line with real-world usage patterns.

Ambassador deployed Quvia's Consumption-Based Management solution to gain real-time visibility and control of connectivity operations across its fleet.

"To support our fleet's growth, connectivity management needs to be scalable and measurable," said Ryan Simpson, Head of Technology at Ambassador Cruise Line. "Demand for onboard connectivity

services continues to increase year on year and by leveraging tools like Quvia we now have real-time visibility and an AI-driven approach to managing performance targets so that we can improve efficiency while maintaining the onboard experience for our guests and crew.”

Quvia Consumption-Based Management uses predictive intelligence to forecast trends and keep consumption aligned with monthly targets while maintaining QoE over time. As a result, Ambassador can stay ahead of demand spikes and keep quality high for passenger-facing applications.

“Cruise teams are balancing guest expectations with real operational realities every day,” said Kidsan Barnes, SVP of Cruise & Ferry at Quvia. “The Quvia platform gives Ambassador a clearer way to measure the onboard digital experience and forecast demand throughout a voyage. It orchestrates connectivity in real time and helps balance the trade-offs that come with managing capacity at sea—while delivering high-quality experiences for guests and crew.”