

INTERFERRY 2025

Bridging the Gap:

Strengthening Human Connections
Through Operational Alignment at DFDS

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BACKGROUND

- 25+ years driving growth through people-centered strategies
 - CEO, Ripple Operations
 - CEO, StraighterLine
 - Founder, Chief
 - CCO, 3Pillar global
 - Chief Business Development Officer, HR Certification Institute
- Integration specialist: bringing teams and cultures together
- Expertise in complex B2B ecosystems and tech-enabled services
- Consensus builder focused on vision, strategy, and culture alignment

SETTING THE STAGE

The Challenge at DFDS

- Complexity of maritime operations
- Legacy systems
- Disconnected regions

“In an industry where connection is everything, our crew operations were out of sync.”



THE VISION

A more connected, human-centered crew experience

- Consistency across regions
- Clearer communication
- Integrated systems





THE PAIN POINTS

Manual processes

Inconsistent onboarding

Regional silos

Real-world impact on crew and shoreside staff

- A gap between seafarers and shoreside staff

PARTNERING FOR CHANGE

Shared approach with Ripple Operations

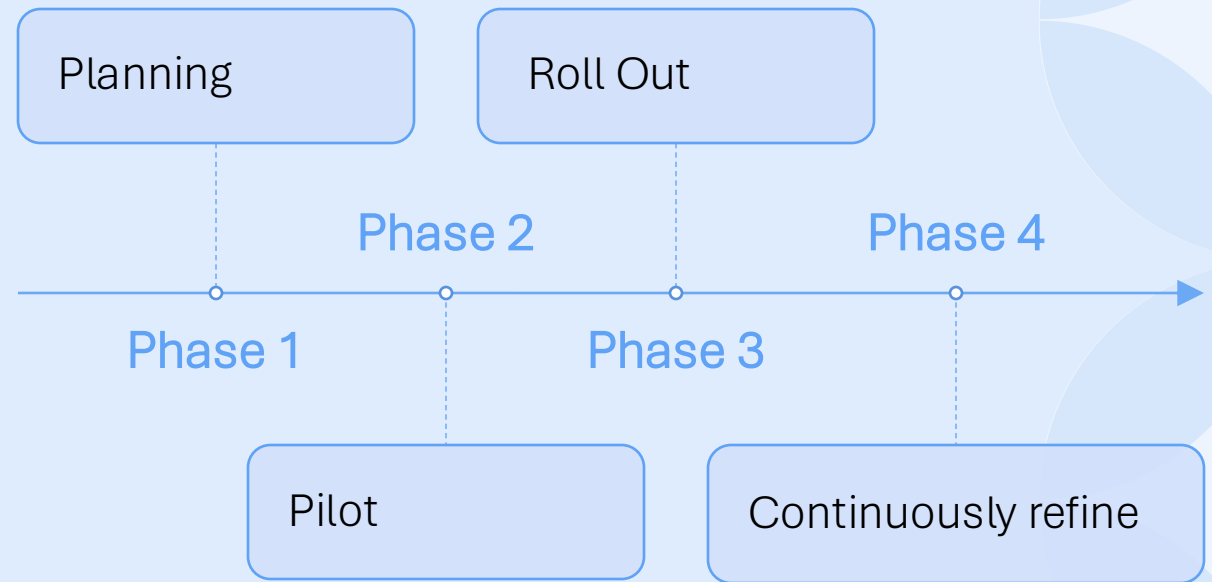
- Phased, thoughtful and real-world ready implementation



THE INTEGRATION JOURNEY

- Workday + Internal Systems + Ripple
 - Complex integration
- Detailed roll-out strategy to ensure success
 - Phased roll-out:
 - Pilot first
 - Address issues
 - Roll-out needed modules incrementally, one vessel at a time

Implementation timeline



REAL RESULTS

Early signs of success:

- Smoother scheduling
- Faster onboarding
- Better crew feedback

“I finally feel like the systems are working with us”



LOOKING AHEAD

"Seafarers
deserve equally
good digital
experiences"

- **Experience parity:** Equal digital experiences for land-based staff and seafarers
- **Mobile-first approach:** Technology that matches seafarers' mobile reality
- **One-stop crew hub:** Single platform for certificates, schedules, travel, and communications
- **Automation opportunities:** Reduce manual crew manager tasks and routine communications

TAKEAWAYS

- Don't just digitize—align
 - Digitization should support people on board and on shore
- Choose partners, not vendors
 - Not just a tech rollout - collaborative transformation
- Human connection requires operational intention



Thank you.

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