



A strong culture and high  
service levels go hand in hand



## Far offshore, the onboard environment becomes critical to both wellbeing and performance. At CBED, a strong focus on crew welfare and shared values has helped build a resilient, motivated team that delivers consistent service quality.

In the offshore industry, where professionals often spend weeks or even months away from home, wellbeing among crew and people onboard vessels becomes a cornerstone of successful operations.

The extended time at sea, far from family and familiar routines, can take a toll on both physical and mental health and maintaining high levels of engagement, motivation and team spirit throughout the entire offshore period is therefore essential.

This not only supports a healthier and more resilient workforce, it also translates directly into greater operational efficiency and ensures that crew members remain engaged and committed to not only their own roles but also to everyone else onboard.

At CBED, investing in their people, wellbeing and cultivating a strong internal culture is therefore a very high priority and one that directly supports customer satisfaction and efficient offshore operations.

### Investing in crew wellbeing

When people hear the term sustainable business, they often think of energy efficiency or environmental responsibility. However, sustainability also includes investing in people by finding the right talent and creating a workplace culture where they want to stay and grow for the long term.

'Our experience is that when our crew members feel supported and valued, they also perform better and help foster a collaborative and high-performing team environment onboard. We do a lot to be close to our crew members and to have that ongoing dialogue on daily operations and routines aboard the vessel, from technical challenges and project updates to fulfilling wishes for the latest video games,' says General Manager Daniel Alon.

In 2023, the company installed Starlink internet to ensure everyone onboard their vessels can stay in touch with their families and reduce the emotional strain of being away from home for long periods.

All vessels in the fleet also have a well-equipped fitness room, as well as lounge areas with video games and cinemas to create a space where everyone can relax and have fun when they are not working. This allows for a space where everyone can connect, socialise and stay healthy outside of working hours, rather than feeling isolated when working offshore.

To closely monitor engagement, teamwork, and overall job satisfaction on its vessels, CBED conducts annual crew engagement surveys. These surveys provide an opportunity for open feedback and dialogue, helping to maintain high motivation levels and identify areas for improvement in working conditions and team dynamics.

In recent years, job satisfaction among CBED's crew has remained consistently high, with teamwork frequently recognised as one of the company's key strengths. Last year's survey revealed that 85% of crew members would recommend CBED as a great place to work.

'These results of course make me very proud and reassured that we are focusing on the right things in our efforts to create a great place to work for our crew members,' Daniel continues.

### Looking for the right DNA

Building a strong onboard culture and keeping crew members motivated and satisfied requires intentional recruitment, training, and retention efforts. It's not just about hiring for skills, but also about finding individuals who share the same values and fit seamlessly into the team's way of working.

'We work deliberately to build cohesive, motivated teams who thrive in the offshore setting. We do this by finding crew members who are passionate about providing great service, value teamwork and support each other to deliver a professional service that defines CBED's offshore experience for our customers onboard,' Daniel explains.



Daniel Alon

In an industry known for its high turnover, CBED's focus on wellbeing is also motivated by retaining these crew members onboard for many years.

Experienced seafarers are essential to operations, particularly in specialised roles like gangway handling and overseeing safety during the more than 10,000 transfers completed annually. Their expertise not only ensures smooth and secure operations but also provides valuable guidance to newer crew members. The result is a high-performing team that grows and succeeds together.

### From crew culture to customer satisfaction

The link between crew wellbeing and customer satisfaction is clear, with a positive onboard atmosphere consistently leading to improved performance from offshore technicians: a benefit recognised by both the company and its clients.

'What we see here is that having a strong culture and employees who enjoy going to work have a very positive spill-over effect on the experienced service level for our customers onboard. When the working environment is good, the technicians perform better. It's a win-win for both us and our customers,' Daniel admits.

This philosophy is embedded in CBED's hotel department, where it purposely employs crew members in specialised hospitality roles on its vessels to cater for the people onboard. All three vessels have Hotel Managers and a



Inita Lazdane





whole team of housekeeping crew members onboard to ensure that everyone has everything they need for a comfortable stay. But the teams' attention to detail is not just about comfort; it is about creating an environment where people feel valued and perform at their best.

'We know that working offshore and staying onboard one of our vessels will never be the

same as being at home, but we do everything we can to make it almost as good,' says Hotel Manager, Inita Lazdane, who oversees the hospitality experience onboard Wind Innovation.

#### **Exceptional service at sea**

In addition to engaged employees who are motivated to do their best at work every

day, it is the small details that ensure a high level of service on CBED's vessels.

From chocolates on the pillow and room housekeeping to laundry service and packed lunches, Inita and her team go above and beyond to create a welcoming, efficient and supportive environment for the offshore technicians who are guests onboard their vessel.

'I love creating a warm and welcoming environment that brings people together and provides the surroundings for them to be able to focus on their tasks and on performing at their best when they go to work.

'Over the years, I've focused on building a team that is both supportive and welcoming. When people feel appreciated and respected, it naturally reflects in the way we serve and support others onboard and offer that great service that we are known for,' Inita concludes.

As offshore operations continue to evolve, CBED remains committed to creating a workplace where people feel supported, respected and empowered to do their best. The result is not only a stronger crew but a stronger service for every client onboard.

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