

Implementation of Online Booking Tool achieves 97.15% adoption

ONLINE BOOKING TOOL
AUSTRALIA

FAST FACTS

Industry: Government

Scope: 60 Government Departments require OBT implemented

Results at a glance:

- Achieved online adoption rates of 97.15%
- Increased efficiencies, streamlined processes and reduced costs

THE CHALLENGE

CWT implemented an Australian State Government, consolidating over 60 Government Departments and Statutory Authorities from across the entire state into one managed travel program. A key requirement of the implementation was the roll-out of CWT's online booking tool into every Department and Authority. The Government had the following travel statistics and requirements:

- Air, hotel and car travel policies. Air policy stipulated Best Fare of the day
- 97% domestic, 3% international air travel split
- 80% of all domestic air booking are point to point
- National training required for all travellers/travel bookers

THE SOLUTION

CWT's online implementation team conducted a thorough needs assessment of all Departments and Authorities, ensuring any issues were identified and included into the implementation plan. CWT managed the complete roll-out of the tool; below are key areas customised for the Government's implementation:

- Online Implementation Plan drafted and approved. Online implementation team assigned
- Travellers received a pin and password to create their own profiles in CWT's integrated profile management tool, Portrait. Tens of thousands of traveller profiles have been set-up in the system, and have been linked to one or more travel bookers, who maintain these profiles to ensure up-date information is available for bookings
- Loaded the Government's air, hotel and car travel policies into the online booking tool and customised the tool accordingly
- Pilot group testing and training sessions organised. An ongoing weekly training session is held every Wednesday at 10:00am via Microsoft Live Meetings. This continues to happen, as the Government has a high turnover of temporary/Assistant staff, who continuously need to be trained on the tool. When 6 or more people need to be trained at any one place, training sessions are held onsite.
- Comprehensive online support and helpdesk unit available

THE RESULT

80% if the Government's air bookings are point-to-point, this is an ideal business mix to channel these bookings through the OBT. The result: increased efficiencies; streamlined processes; and reduced costs.

Adoption rates vary between each Department. The Government's National Account Manager is working with individual Departments and Authorities to increase adoption through mandating the use of online bookings. One such department who has mandated the use of the online booking tool has achieved 97.15% adoption.

CONTACT

CWT Business Development

Email: sales@carlsonwagonlit.com.au

Web: www.carlsonwagonlit.com