

# Industrial manufacturer saves additional 29% by adding CWT-recommended carrier

**AIR SOLUTIONS**  
NORTH AMERICA

## THE CHALLENGE

An industrial manufacturer's travel program was loosely managed and not fully optimized with the right carrier strategy, and its recently-hired travel manager had limited industry knowledge and experience. The company sought the expertise of Carlson Wagonlit Travel to build a strong program that balanced the number of carrier contracts with minimal overlap.

## THE SOLUTION

The client engaged *CWT Solutions Group<sup>SM</sup>* to provide a detailed assessment of its air travel program. The CWT Opportunity Analysis tool, which highlights, among other metrics, the optimal preferred carrier strategy and the correlated spend under management that each possible strategy would deliver, uncovered a gap in the client's program.

Finding the client had room in its program for one additional preferred carrier, CWT recommended the client enter into a strategic relationship with the identified airline. Based on its extensive client database against which to benchmark, CWT provided a target discount level for the client to aim for.

## CONTACT

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## THE RESULT

Building on its strong industry relationships and expertise, *CWT Solutions<sup>®</sup>*, together with CWT Account Management, facilitated the dialogue and coached the client through a successful negotiation process.

By proactively addressing the client's market needs, CWT enabled the company to increase the number of markets covered by discount by 12 percent and to save an additional 29 percent on its total air spend.

Not only has the client's industry knowledge greatly increased, but the company plans to extend its contract for another year.

## FAST FACTS

**Industry:** Industrial manufacturing

**Scope:** 11,500 transactions; 33% international spend

**Volume:** \$5 million and rapidly growing

**Results at a glance:**

- Identified 29% in additional savings
- Market share coverage improved by 12%
- Strong client-CWT partnership