

# Energy leader improves stakeholder communications while boosting coverage, compliance and savings

**HOTEL SOLUTIONS**  
NORTH AMERICA

## THE CHALLENGE

A global energy leader needed to capture and optimize its hotel program. Global and local stakeholders felt disconnected because local properties were making their own deals and the global team could not track or easily book these arrangements. The company lacked hotel coverage in many international markets and wanted to achieve rate parity to accommodate all business units. It also was concerned that lack of compliance to preferred hotels made it difficult to know where travelers were, posing a security risk.

## THE SOLUTION

To achieve buy-in from various stakeholders, *CWT Hotel Solutions*<sup>SM</sup> solicited feedback from both corporate travelers and regional stakeholders about their hotel programs. With their valuable comments, plus benchmarking to compare rates against like clients in like markets, CWT initiated discussions with regional teams to emphasize the benefits of global engagement and the need to minimize local contracts.

Designated CWT regional contacts partnered with local client leads to create better processes and global coordination, then undertook market-specific discussions with suppliers.

CWT recommended implementing *CWT Policy Messenger* to communicate and reinforce travel policies. The tool, which would easily work within the energy company's online booking tool, automatically informs travelers and/or supervisors by email when travel has been booked outside of policy.

## CONTACT

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## THE RESULT

Stakeholders are now more engaged and are collaborating more effectively, resulting in new efficiencies. With improved communications, many of the local contracts migrated to global contracts, which improved international coverage by 3 percent. With more consistent rate loading, everyone can access a contracted rate, not just local offices.

*CWT Policy Messenger* traveler communications have encouraged and increased use of preferred hotels, which in turn influences management, savings, efficiency and security. A 7 percent increase in compliance has boosted negotiating leverage for future RFPs. The client has experienced consecutive advance daily rate (ADR) decreases for the past three quarters.

## FAST FACTS

Industry: Energy

Scope: 299,591 room nights

Volume: \$52.5 million in hotels

### Results at a glance:

- Improved stakeholder engagement and communication
- Converting local contracts into global contracts improved international coverage by 3%
- *CWT Policy Messenger* assisted ADR decrease and 7% increase in compliance