

Manufacturer gains insights and control with high-efficiency, low-cost, easy-to-implement configuration

CWT I-SELECT
NORTH AMERICA

THE CHALLENGE

The client, a manufacturer of carbon and alloyed seamless and welded pipe products with more than a dozen domestic offices, wanted more control over its program. Unable to receive meaningful reports from its previous travel agency, it sought a configuration that would be quick to implement, easy to use, reduce point-of-sale costs, increase online adoption, keep agency fees low, and provide data for informed planning and decision making.

THE SOLUTION

The manufacturer selected *CWT i-Select*SM, a service configuration designed specifically for companies with more limited travel spend. *CWT i-Select* offered practical tools, including the ability to access all travel needs from the *CWT Portal* and *CWT Program Management Center*.

With this configuration, the client would have *CWT Horizon*SM, developed from Day One as a corporate online booking tool, offline support from dedicated travel counselors, and dashboard-style reporting to quickly monitor the travel program.

With à la carte options, the *CWT i-Select* configuration could grow with the company—which pays only for what it uses.

THE RESULT

During the streamlined implementation process, the travel manager, who had no previous travel experience: a) became more organized and aware of existing vendor programs; b) gained administrative access to existing airline rewards programs to view statements and make decisions about how to redeem; and c) added additional vendor programs/discounts at the recommendation of CWT. The addition of vendor programs also helped her understand negotiation processes and strategies.

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Since the go-live date, the travel manager has taken full advantage of the *CWT Program Management Center*. She likes the ability to be self sufficient rather than waiting for someone to provide information to her. Monthly scorecards are of special benefit, and she is able to pass along to key executives valuable data about spend, savings, opportunities and traveler behavior. She takes advantage of unused ticket information to monitor reuse.

With *CWT Horizon*, online adoption reached 84 percent.

The travel manager makes use of CWT communications (she posts *CWT Traveler* to the intranet and forwards *CWT Vision*, which includes industry forecasting/trending/ benchmarking, to her purchasing manager), as well as educational webinars and product demonstrations. With simplification and control of the program, she now is more engaged with travelers and better able to keep a pulse on traveler behavior and redirect noncompliance.

FAST FACTS

Industry: Manufacturing

Scope: 1,000 transactions; 90% domestic

Volume: \$500,000

Results at a glance:

- Valuable insight to program
- 84% online adoption
- Simplicity and control