

CWT Freedom shores up consulting firm's business objectives while enhancing the traveler experience

MOBILE AND DESKTOP SERVICES

UNITED STATES

THE CHALLENGE

A leading consulting firm with travelers who fly to more than 5,000 markets around the globe had a mature travel program but wanted to find new ways to enhance its travelers' experience. Safety and security—knowing where their travelers are and how to reach them—was a top priority. Also, in an industry where technology is highly visible, the client wanted to provide its travelers with the latest and best products.

THE SOLUTION

The client, already using the *CWT Symphonie*® suite of products, including online booking, assisted reservation and global reporting and analysis tools, was among the first CWT clients to deploy *CWT Freedom*™. Following testing by 300 frequent travelers in various offices throughout the United States, *CWT Freedom* was launched to thousands of users. To facilitate adoption, CWT provided customized communications, including emails and messaging on the online booking site and the client's intranet site.

"Thank you for providing a means of automating the entry of flight information into our Outlook calendars. This is a big step forward."

"I just installed the tool to synch with my Outlook—it works very well and provides me with what I (and my EA) need."

THE RESULT

With *CWT Freedom*, travelers had access to real-time information through multiple access points, including their Outlook calendar, smart phone, and Blackberry™ and Palm® devices. The convenience, speed and ease of use saved time—in an industry where time is precious and costly—and freed them to focus on business objectives, not travel details.

By improving the travel experience for road warriors, *CWT Freedom* supports the client's goal of employee retention, which will lead to further cost savings and company effectiveness.

FAST FACTS

Industry: Management consulting, technology services and outsourcing

Scope: 400,00 annual transactions; 30,000 employees

Volume: \$200 million

Results at a glance:

- Enhanced traveler experience
- Customized communications
- Reinforcement of travel program goals

CONTACT

CWT Business Development
 Phone: 1-800-625-1330
 Email: CWTBusinessDevelopment@carlsonwagonlit.com
 Web: www.carlsonwagonlit.com/us

