

Financial services leader optimizes discounts, uncovers \$6 million in savings

CWT AIR SOLUTIONS
NORTH AMERICA

THE CHALLENGE

A leading financial management and advisory company operating in 38 countries needed help crafting an air supplier portfolio that matched unique and specific needs of travelers who redeem credit card points for travel. The company wanted to explore proposals from a core group of suppliers, as well as multiple possible combinations to assess both fit and savings opportunities. Carlson Wagonlit Travel was engaged to help identify and build the optimal value proposition.

THE SOLUTION

CWT Air Solutions GroupSM conducted a foundational analyses of the existing program and travel patterns to identify: indicators for the logical selection of air carriers, strength vs. competitive markets, meaningful benchmarks based on companies of relevant size and city pairs, calculations and comparisons of net effective savings rates of carrier contracts and proposals, and other key indices—all with the goal of maximizing total savings opportunities.

CWT Air Solutions Group collaborated with the client's subject matter experts and outside consultant, and helped the company understand its discount status when compared to corporate peers.

Having identified specific successes and gaps in the current program and consolidating RFP data, CWT undertook a full sourcing engagement, from managing requests for proposals to recommending new program components. CWT analyzed five sets of carrier proposals and negotiated directly with 10 airlines.

CONTACT

CWT Air Solutions GroupSM
Dale Eastlund, Director
Phone: 763-212-4869
Email: deastlund@carlsonwagonlit.com
Web: www.carlsonwagonlit.com/us



THE RESULT

Savings were achieved by prepaying carriers, optimizing discounts to 13.5 percent—an identified savings of \$6 million.

The satisfied client has opted for two additional strategy assessments for international sourcing strategy and new programs.

FAST FACTS

Industry: Financial Services

Scope: 101,000 transactions; 37% international

Volume: \$65 million air in North America

Results at a glance:

- Optimized air carrier portfolios
- Identified \$6 million in incremental savings
- Increased overall net effective savings from 4.5% to 13.5%