

Technology Company consolidates corporate travel for 30 locations in China, saving \$1.6 million in first six months

a consolidation case study

The challenge

A technology company operating in 30 locations in China was using ten different travel agencies. This affected its ability to manage and track its travelers, monitor travel spend, and guarantee service consistency. In 2005, Carlson Wagonlit Travel proposed an innovative solution: by changing the existing service configuration to one national servicing center, the client could maintain high-quality customer service, drive process efficiencies, and reduce total travel costs.

The solution

CWT worked closely with the client to fully understand its business needs and the feasibility of moving to one national servicing center. From this analysis CWT developed a business case to determine the right location for the national center, forecast return on investment and cost savings, and identify opportunities for process efficiencies. The client elected to establish the national servicing location in Beijing within a three-month time frame.

A China project team was established, led jointly by CWT's Regional Account Manager and the client's Regional Travel Manager and comprised of client and CWT stakeholders. An experienced National Account Manager based in Beijing provided local knowledge and support.

An online tool to manage the client's traveler profile database and an incident management process for corporate security and tracking were implemented. A process for online information management was initiated to capture consistent, quality travel data and provide reporting and analysis capabilities.

A communication plan was executed to reach all travelers and travel arrangers, and road shows and written communications explained the benefits.

Twelve travel consultants assigned to the client participated in an ongoing induction and training program.

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The result

The set up of and transition to a national servicing center in Beijing was completed on schedule. A national servicing center is now processing an excess of 50,000 transactions for travellers from 30 cities within China, with a travel spend of US\$6 million (air volume only).

The client saved US\$1.6 million in the first six months following the transition. The capture and analysis of consolidated travel data has helped negotiate better airline contracts.

A traveler survey indicated a 89.5 percent satisfaction rate, reflecting continued high levels of customer service.

FAST FACTS

Company: Chinese division of global company

Industry: Technology

Travel volume: US\$6 million (air volume only)

Results at a glance:

- Saved US\$1.6 million in first six months
- Improved efficiencies
- 89.5% customer satisfaction rate

