

Beverage manufacturer saves 6.2% the first year by increasing advance purchases

AIR SOLUTIONS
GLOBAL

THE CHALLENGE

A U.S.-based global beverage company engaged Carlson Wagonlit Travel to uncover potential savings for its travel program without risking its corporate travel culture, which included flying first class. With a large workforce and operations in more than 200 countries, the client needed a strategy to alter traveler behavior to increase the use of advance purchase.

THE SOLUTION

CWT *Air Solutions*SM analyzed advance purchase and net effective savings rate, then provided an operational analysis and interactive key air and hotel spend metric scorecard, separated by operating groups.

Rather than simply advising the client to “work on advance purchase,” CWT reviewed the beverage company’s 50 top markets and recommended market-specific focuses.

While differentiating between domestic and international air travel was difficult due to a limited feed, CWT tailored each dashboard to highlight effects of shifting behavior toward advance purchase and preferred carriers.

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THE RESULT

Advanced tools, including CWT’s sophisticated scorecard which dynamically values behavioral shifts, highlighted specific actions and remedies that would have the most impact on budget and contractual obligations.

CWT identified specific ways to influence behavior and coached internal travel and operations personnel to use metrics and implement the strategy. With CWT’s ability to provide market details and identify individual out-of-policy travelers, and with point-of-sale messaging on the client’s booking tool and at agent sites, policy compliance measurably improved. By increasing advance bookings, one operating group alone netted a savings of 6.2 percent—\$183,787—the first year.

The client has renewed and expanded its contract to include an ongoing global data feed and monthly scorecards, and recently completed a global sourcing project. The client and CWT review scorecards and program management monthly.

FAST FACTS

Industry: Beverage

Scope: Operating in 200+ countries

Volume: \$110 million

Results at a glance:

- Increased program compliance
- 6.2% savings in first year
- Identified specific cost-savings opportunities
- 3% incremental saving derived from global sourcing project