

# Global technology firm uses *CWT Policy Messenger* to save money in innovative ways

PROGRAM OPTIMIZATION  
GLOBAL

## THE CHALLENGE

A global technology company needed to find an innovative solution to three challenges:

- 1) Increase utilization of parking discounts in target cities
- 2) Increase compliance to corporate cell phone policy for overseas travelers, and
- 3) Avoid unnecessary internal costs by using travelers to test equipment in specific countries.

In all three cases, the company needed to communicate with travelers who made specific types of bookings with targeted messages about these initiatives.

## THE SOLUTION

CWT offered its *CWT Policy Messenger* product as a way to improve compliance by sending automated & customizable messages to travelers when their bookings exceed policy parameters. This company used the same features that encourage compliance to target messages to travelers whose bookings met the needs of one or more of their cost-savings initiatives.

Travelers going to the two cities where parking discounts were available got customized messages advising them how to get the discount coupons when they booked international trips out of those airports. Travelers booking international flights received a message informing them of changes they needed to make to their company cell phone plan to minimize costs of using their phones overseas. Travelers who booked travel to the countries where equipment needed to be tested were asked to test equipment on their trip.

## CONTACT

For more information, please contact your CWT program management or sales person.  
Web: [www.carlsonwagonlit.com](http://www.carlsonwagonlit.com)



## THE RESULT

The company was impressed with the flexibility of *CWT Policy Messenger* in targeting communications to travelers making the specific kind of reservations that would help advance three very different initiatives. Parking costs in the two target cities were reduced by \$6,000. The company also raised awareness of and compliance to their overseas cell phone policy. They replaced 100% of their internal equipment testing expense by using travelers who were already going to the countries where testing was needed.

As a result, the company is exploring additional initiatives where automated and targeted messages facilitated by *CWT Policy Messenger* can help. Using *CWT Policy Messenger*, the company hopes to improve rate compliance for hotels and better manage airline market pair utilization. They have already begun targeting messages to travelers who book trips to high-risk destinations that copy their security department automatically.

## FAST FACTS

Industry: Technology

Scope: Global

Volume: \$28M travel spend

### Results at a glance:

- Reduced parking expenses in 2 cities by \$6,000
- Increased awareness of and compliance to overseas cell phone policy
- Eliminated 100% of internal equipment testing expenses