

# CWT Full Service Center optimizes savings and satisfaction for a global biotechnology leader

## CLIENT SERVICE CONFIGURATION

GLOBAL

### THE CHALLENGE

A leading biotechnology company with an \$80 million travel spend wanted to take its outsourced travel program to the next level by increasing cost savings and customer satisfaction. They needed a truly global partner with strong service expertise to streamline operational delivery while improving quality and flexibility.

### THE SOLUTION

After an in-depth evaluation of the company's processes, Carlson Wagonlit Travel recommended a *CWT Full Service Center* (FSC) configuration to best consolidate the client's worldwide travel spend and fulfill local customer needs. CWT helped the company negotiate cost-effective air and car-rental contracts on a global level and implemented an online booking tool to drive savings. The CWT global suite of products – including *CWT Portal*, *CWT Portrait*, and *CWT Program Management Center* – were added to improve service and data consolidation. The *CWT FSC* configuration also allowed for use of a best-in-market Global Distribution System (GDS).

Focusing on customer satisfaction, CWT identified country and market-specific requirements, critical to customize local service, and adopted *CWT Resolve*, a Web-based customer service tracking tool, to monitor global feedback. The *CWT FSC* was implemented in phases, prioritized by travel volume, with North America implemented first. In 2009, a traveler satisfaction survey and additional compliance tools will be added.

### CONTACT

For more information, please contact your local CWT Program Manager or sales representative or visit [www.carlsonwagonlit.com](http://www.carlsonwagonlit.com).

### THE RESULT

The *CWT FSC* configuration allowed processes to be tailored to the client's needs, which optimized travel spend and reduced costs by \$1 million within three months. Automated booking prompts and targeted reporting generated through the *CWT FSC* combined with global supplier agreements helped reduce transportation expenses. Savings are estimated at \$1 million annually in air spend and \$2.5 million in car rental savings over 3 years. Savings were also driven by the center's agents, who were trained to promote policy initiatives.

The CWT global network, focusing on wholly-owned operations, ensured consistent data collection across 30 locations worldwide, improving the accuracy of reports and reservations. In addition, the *CWT FSC* allowed for local time-zone support, language customization, and culture and market familiarity that increased service satisfaction, while streamlined feedback through a global tracking tool made it easier to analyze service trends. Flexible staffing resources of the *CWT FSC* maximized efficiency during peak workload periods and contingency plans further reinforced service stability.

### FAST FACTS

**Industry:** Biotechnology  
**Scope:** 30 worldwide locations  
**Volume:** \$80 million; 95,500+ transactions annually

#### Results at a glance:

- Saved \$1 million in travel costs in the first three months
- Secured cost-effective global air and car-rental contracts
- Improved global data consolidation and accuracy
- Improved customer service

