

Global reinsurance company cuts transaction fees by 10% with *CWT Standardized Service Centers*

CLIENT SERVICE CONFIGURATION

EMEA

THE CHALLENGE

A leading global reinsurance company with a \$60 million travel spend wanted to move to a more efficient travel service configuration to reduce transaction fees while retaining the benefits of local content, language, and travel infrastructure knowledge. They needed a global partner with expertise in implementing an online booking tool and a best-in-market global distribution system (GDS) across all regions who could also deliver local high-quality customer care.

THE SOLUTION

Following a detailed gap analysis of the client's services, CWT implemented a *CWT Standardized Service Center (SSC)* configuration to best standardize operations while maintaining local market expertise. CWT developed a change management plan for each country and established service standards to drive consistency and satisfaction, monitored by the Web-based tool *CWT Resolve*.

The client streamlined their travel policy, and CWT introduced a new online booking tool. The client selected a service offering restricted to core services, and productivity was maximized with lean booking processes: Simple reservations were handled online and ticketed by *CWT Fulfillment Centers (FC)*, while complex reservations were fulfilled offline by *CWT SSC* travel counselors.

CWT implemented the *CWT SSC* structure in eight European countries, prioritized according to travel volume, and introduced an online booking tool first to encourage high adoption rates. *CWT SSC* travel counselors were trained to promote online bookings.

CONTACT

For more information, please contact your local CWT Program Manager or sales representative or visit www.carlsonwagonlit.com.



THE RESULT

The *CWT SSC* configuration helped achieve high levels of standardization and automation in all markets, allowing the client to reduce transaction fees by 10%. Additionally, overall program savings were driven by increased policy compliance, the implementation of a single online booking tool with an adoption rate of 90%, and a best-in-market GDS.

The new structure was essential for program consolidation yet allowed for local flexibility, which is an important value-add for the client's European travelers. It enhanced business efficiency with a uniform management information structure as well as consistent telephone service level management and standardized unused e-ticket tracking reports in all *CWT SSC* locations.

The *CWT SSC* model also improved control over service consistency, and feedback is tracked online in all eight *CWT SSC* countries to monitor satisfaction.

FAST FACTS

Industry: Reinsurance
 Scope: CWT services 26 countries globally, including eight countries with *CWT SSCs*
 Volume: \$60 million; approximately 120,000 transactions annually

Results at a glance:

- Reduced transaction fees by 10%
- Achieved global online booking tool adoption rate of 90%
- Launched best-in-market GDS