

Online Booking and Compliance

a CWT case study

FAST FACTS: A European leader in financial services with operations in nine countries sought to improve their travel processes and reduce costs at the same time. A travel policy was already well-established, and the company wanted to increase compliance by implementing an online booking tool to streamline operational costs. *The Project Management and Online Services* team at CWT combined their technical skills and consulting expertise to assist the client in selecting, implementing, and educating travelers on the benefits of the company's selected online booking tool.

The Challenge

A European financial services provider had already developed a company-wide travel policy covering hotel, air, and rail bookings; but needed the help of subject matter experts in selecting the best online booking tool for their particular needs. The company's travel and procurement team also required support with the implementation and change management process, including educating users and communicating about the new technology to their travelers in nine countries.

By implementing an online booking tool, the company hoped to increase compliant bookings by more than 10%—from 72% to 82% in the first year—and, consequently, reduce travel costs by at least 5% in the same year. Because of the specific needs of different countries—languages, the ability to book low-cost carriers, the need for rail in certain countries—the procurement team looked to experts in the area of technology and consulting to lead this European-wide project.

The Solution

The first step was for the *CWT Project Management and Online Services* consultants to assess the company culture—their willingness to accept new technologies and processes—and financial context—matching the best-suited tools with the needs of travelers—by conducting a company strategy and business process review.

The next step was to evaluate the functional requirements, including the specific needs for low-cost carriers and rail bookings in certain countries, to select a best-in-class online booking tool with these capabilities. Next, they drafted a detailed implementation plan including return on investment and savings calculations based on the adoption level targeted. This plan was presented to senior management to gain high-level support.

Over 60% of clients
achieve a return on
investment in their first
year of implementing an
online booking tool

The implementation and change management process included both the technical aspects and internal traveler communication in line with best practices for project management to ensure a smooth transition and high-adoption rates. Tools to track adoption rates and measure performance were also developed. CWT consultants highlighted areas for improvement after the first few months and the client took appropriate actions to boost online booking adoption rates.

At the end of the first year, the travel and procurement team was able to measure the success of the entire project—from strategy assessment to online adoption performance improvement—and provide the first results of the project to senior management.

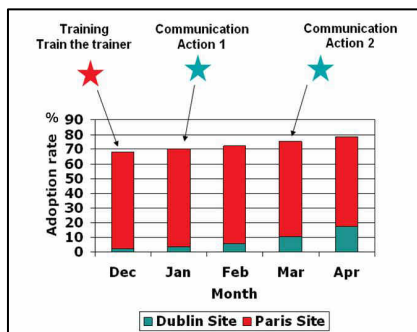
The communication strategy and educational training, including a video tutorial, were critical success factors that ensured users understood how to use the new technology and that adoption rate targets would be met in the first year.

Video Tutorial



Through performance measurement tools, the *CWT Project Management and Online Services* consultants were able to provide detailed follow-up recommendations at the end of the first year to help the client boost online adoption rates even higher in subsequent years.

Performance Tracking



The Results

The client was pleased with the entire project because of these specific results:

- 9% savings in overall travel spend in the first year
- An average reduction of 6% on air costs
- Customized simulation tool highlighted potential savings based on targeted adoption rates for each country
- Benchmarked industry best practices and use of 'best-in-class' online booking tools
- Best practice project management and implementation of online solutions were customized to fit specific needs of the client
- Return on investment was achieved in the first year of the project
- Compliance increased by 11% in the first year because only compliant fares were displayed and the validation workflow was managed in the online booking tool
- Increased convenience and availability for travelers

Online bookings can help clients **save up to 10%** on their overall travel spend

To learn more about how the *CWT Project Management and Online Services* consultants can help you, please contact your CWT account manager or sales representative.

www.carlsonwagonlit.com