

Securities company identifies travel trends, consolidates, saves \$200,000 annually

THE VALUE OF MANAGED TRAVEL NORTH AMERICA

THE CHALLENGE

A global provider of financial security products and services was having a hard time consolidating its travel program and implementing one universal standard. Travel was fragmented with each of the company's 650 branches in 50 countries using a different travel policy, and the client was working with several travel management companies.

THE SOLUTION

To establish a unified program, Carlson Wagonlit Travel conducted travel surveys and created focus groups to map what travelers considered added value. Company executives and the CWT account manager then aligned company and traveler objectives by re-writing a travel policy and communicating it to travelers. CWT consolidated the client's business units, providing a centralized travel management source.

The CWT reporting tool provided instant, actionable data, enabling the client to better understand its travel trends and costs—ultimately allowing it to fine-tune and tailor its travel program for various business units and negotiate lower costs for air, car and hotel contracts.

After demonstrating various online booking tools and providing comparative analysis, CWT helped the client select and reinforce use of a third-party online booking tool.

CONTACT

CWT Business Development
Phone: 1-800-625-1330
Email: CWTBusinessDevelopment@carlsonwagonlit.com
Web: www.carlsonwagonlit.com/us



THE RESULT

Even without extensive communication about the travel policy, the online adoption rate has increased from 0 to 30 percent. With ongoing communication, this rate is expected to reach 80 percent.

Armed with CWT-conducted traveler audits, the client was able to communicate the travel policy and redirect rogue traveler behavior, reducing expenses incurred from using non-preferred suppliers.

A solid understanding of its travel trends enabled the client to consolidate its air, car and hotel contracts—saving \$200,000 annually.

Savings from locked-in, CWT-negotiated prices and newly discovered efficiencies have enabled the company to increase corporate travel as business grew, while spending less.

FAST FACTS

Industry: Security services

Scope: 650 branches in 50 countries

Volume: \$3.5 million in annual air travel

Results at a glance:

- \$200,000 saved each year through negotiated contracts
- 30% online adoption increase
- Increased travel without increased costs