

# Insurance group outpaces marketplace in average ticket price savings using *CWT Program Management Center*

## THE VALUE OF MANAGED TRAVEL NORTH AMERICA

### THE CHALLENGE

With an internal mandate to reduce costs, one of Canada's largest property and casual insurance companies needed to gain a true understanding of its travel spend and implement an effective travel policy. The company was having a hard time identifying its costs due to internal program leakage—that is, travellers booking outside of policy—mostly with hotel bookings. To manage travel more effectively, the client wanted to use one hotel vendor.

### THE SOLUTION

After a thorough hotel program review, CWT identified the client's entire hotel spend. As a result, a new hotel program which best met city and price-point needs was implemented directly with preferred hotels.

To simplify, prioritize and optimize the travel program, CWT offered its global, Web-based tool *CWT Program Management Center*. With in-depth training on the *Program Management Center*, travellers better understood their travel choices and how to reduce costs. Additional travel seminars were scheduled throughout the year to continue this education.

### CONTACT

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### THE RESULT

Implementing the *CWT Program Management Center* has decreased travel spend year-over-year.

By leveraging supplier negotiations, the company reduced its average ticket price (ATP) by two percent, outpacing the market by nine percent. With the reduction of ticket prices, the company's total cost savings was 15 percent.

Furthermore, by implementing a new hotel program, the insurance provider was able to negotiate lower hotel prices.

### FAST FACTS

**Industry:** Insurance group

**Scope:** 30 active travellers, 324 transactions per year,  
6,497 hotel rooms booked per year

**Volume:** Air: \$754,166; Hotel: \$383,397

#### Results at a glance:

- Cost savings of 15% realized due to reduction of ticket price from previous year
- ATP decreased by 2%, outpacing the market by 9%