

Online booking tool saves outsourcing leader \$156,000 in first six months

THE VALUE OF MANAGED TRAVEL

NORTH AMERICA

THE CHALLENGE

In line with its goals to streamline operations to improve efficiency and reduce costs, one of the world's leading providers of business process outsourcing services wanted to implement an integrated solution which included online booking, single profile database management, and simplified global reporting. Of special concern were: policy compliance levels, whether the company culture would adapt to self-booking, and the complexity of enabling users to link from the company portal to an external Website without having to use another password (single sign-on, or SSO).

THE SOLUTION

The client selected Carlson Wagonlit Travel for its fully integrated suite of travel management tools. Planning ahead and engaging the right people, CWT collaborated with the client's IT team to identify and work through SSO technology needs and ensure seamless HR data feeds and accurate reporting. Site testing began two months prior to rollout.

To provide travelers with easier, faster access to profile information and reinforce travel policy, the company's intranet travel page was updated. CWT collaborated on a six-week long internal communications campaign, including posting FAQs on the portal. CWT presented training sessions at three primary client locations and led multiple WebEx seminars.

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THE RESULT

The launch went according to plan. The client's goal that 60 percent of eligible transactions would be booked online within six months was surpassed—the 64.13 percent adoption rate and 78.96 percent efficiency rate resulted in a six-month savings of \$156,000 in transaction fees. One month later, adoption jumped to 69.09 percent. Surveys at one month and three months post-implementation showed streamlined processes had improved the traveler experience.

CWT recently implemented a platform that permits travelers to book online using a "ghost" card (that is, a corporate credit card on file, used on behalf of the client); it is expected that this option will increase online adoption by another 10 percent.

FAST FACTS

Industry: Outsourcing services

Scope: U.S. headquarters with operations in 27 countries

Volume: \$15 million

Results at a glance:

- Surpassed adoption rate goal
- Immediate savings
- Improved traveler experience

