

Client Case Study

£8,674 saving on transaction fees and 214 hours saved by driving efficiencies online

About The Client



Our client spent an approximate of **305 hours** and **£441,000** annually on their global travel



A UK based company providing **independent** and **corporate financial advice** to clients worldwide



Their staff speak a total of **23 languages** and have closed deals in **21 countries** worldwide

The Background

CT Business Travel were approached by a current client who were looking to accelerate the delivery of travellers' bookings. CT Business Travel commenced investigation and found that the clients' dedicated CT Business Travel team were responding to every enquiry within 24 minutes (and fulfilling each booking within 50 minutes) but the travel requirements of the client had changed and a fresh approach was needed.

CT Business Travel proposed to the client that the most effective way of improving turnaround would be to empower their staff with an online booking tool. To ensure that travellers' bookings met the requirements of the clients travel policy, the white label booking tool implemented had the parameters of the policy built in alongside automated approval levels: driving control and visibility for the client and supporting their duty of care responsibility.

During the evaluation, CT Business Travel also ascertained from patterns in traveller booking behaviour that the client would benefit from a preferred hotels programme. This initiative outlines a minimum of two client preferred properties in their most frequently visited cities and the specially negotiated rates that they could benefit from.

In order to ensure that the client continued to receive the personalised service they had come to expect, CT Business Travel visited the clients' office to introduce the booking tool and train staff on how to use it effectively.

The Results



With **305 hours** previously being spent on travel requests, driving efficiencies online ensured that bookings could be fulfilled in approximately **15 minutes** instead of the usual 50 minutes: saving the client **214 hours per year** – that's **28 working days** or **5 ½ working weeks**.



The global client transactional fee spend equated to **£13,783** prior to the introduction of the preferred hotel programme and online booking tools. Implementation of these initiatives saved the client **£8674** which could be redirected into the growing travel requirements of their business.

CT Business Travel demonstrated their focus on empowering clients with the latest technology, not to detract from their bespoke personalised service, but instead to complement it and further strengthen client relationships.