

# AN ATPi CASE STUDY

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## Online Adoption Success



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“From implementation, we were encouraging travel bookers to use the online systems for point-to-point travel. We knew that changing our approach to travel bookings would be a challenge, but have to thank ATPI Corporate Travel for helping us implement the online systems. They provide an excellent online managed solution, including the customised dashboard. We could not have achieved the impressive levels of online adoption without their training and support”

Travel Co-ordinator

#### BACKGROUND

Our client is a well-established Financial Services company with its head office in the City of London and additional offices in Scotland and the Netherlands.

Most travel requirements are between these offices. However Consultants also go further afield to see clients - for example to New York, Hong Kong, Singapore and Australia.

The company has been a client of ATPI Corporate Travel since May 2009.

#### THE CHALLENGE

The client wanted to use a travel management company (TMC) to consolidate and track business travel effectively. In particular, it was keen to reduce costs and make point to point travel bookings more convenient for travellers by implementing an online managed travel solution.

Having weighed up options and various suppliers, the client chose ATPI Corporate Travel and its recommended online tools as the most appropriate for its needs. The client also made it mandatory to book all travel - except multi-leg trips - online.

The challenge for our client was the culture change for travel bookers - who had not previously used online tools.

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### THE SOLUTION

ATPI Corporate Travel spent time understanding how the business operates, and the client's travel requirements (such as frequent routes and suppliers). It then created a bespoke online managed solution - which included online booking tools, useful booker interfaces and other tools relating to traveller safety.

Key to the roll-out of the online solution was the design of the clients' tailored dashboard. This provides easy access to the online tool and other useful links to employee tracking tools and travel alerts, all via a single sign-on.

ATPI Corporate Travel provided on-site training for the new tools, and follow-up WebEx sessions to travel bookers at the London and Edinburgh offices.

Using the online booking tools, bookers are offered all relevant options through

one user-friendly interface. But they are also shown which options are most cost effective – which encourages them to choose these.

Once the fare is selected, bookers click a confirm button and the information is transferred to ATPI Corporate Travel. Innovative technology is then used to check long-haul bookings and ensure that the best fare is received for the flights booked – this is important for international trips due to the fare saving opportunities available on higher fares paid.

The employee tracking tool provides the client's Travel Co-ordinator with a world map showing the numbers and identity of people in each country. Knowing where employees are at all times helps to ensure their safety, should emergencies arise.

To aid compliance, monthly reports run by ATPI Corporate Travel show whether bookings have been made on or offline. Any point-to-point domestic or European

trips not booked online can then be queried with the bookers by the client's Travel Co-ordinator.

### THE RESULT

The successful uptake of the online managed solution reflects the time taken by ATPI Corporate Travel to understand the client's business, design the right online tools, and communicate benefits to the client. Importantly, to aid compliance and buy-in, bookers were trained until they felt comfortable using the tools.

Additionally, the online booking tool is accessible 24/7, giving employees greater control over when they want to book travel.

Online adoption for point-to-point fares was an impressive 95%. The booking tool means the client now further understands traveller preferences and where savings are being rejected. The tool can be monitored and tailored to traveller or organisational needs moving forward.

### ABOUT THE ATPI GROUP

The ATPI Group is a long established travel management company and one of the fastest growing brands in corporate travel. With over 100 offices worldwide, the company has successful operations in corporate travel, corporate event management, online travel technology and specialist travel management for a number of key industries. [www.atpi.com](http://www.atpi.com)