AN ATPI CASE STUDY

Stork
Bespoke Booking Technology
Delivers Greater Efficiencies
“The digital travel application form helps our organisation in communicating our reservations easily and quickly. ATPI Corporate Travel has shown that they can relate to their clients’ wishes and provide an effective, efficient solution.”

Hans Hogenboom
Corporate Travel Manager
Stork

BACKGROUND
With 13,500 employees, Stork is a global player in Asset Integrity Management. Stork works with clients operating in the Oil & Gas, Chemical & Process and Power industries to maintain and optimise their critical production processes and systems.

Stork delivers services worldwide, at a local level, which results in a frequent travel to the UK, Singapore, Dubai, Colombia, Germany and the USA. ATPI Corporate Travel has been Stork’s chosen travel management company (TMC) since early 2014.

THE CHALLENGE
Stork chose ATPI Corporate Travel as their preferred travel partner for their flexible, tailored travel management services and technology. Stork’s focus when they changed travel provider, was to ensure maximum efficiencies of travel booking processes and find an effective balance between using technology vs. email and phone. Their specific challenge was current booking processes, in that employees were spending a lot of time booking travel due to the lack of clarity and automation. Stork was looking to improve the travel booking process, resulting in more time for employees (especially PA’s) to focus on their core business.

At this stage Stork weren’t looking to move to an online booking tool (OBT), rather a bespoke application built to suit their specific organisational culture and travel booking processes.
THE SOLUTION

ATPI Corporate Travel’s solution was a bespoke piece of technology in the form of a digital travel application form. In the online form, pre-defined fields are provided for the travel bookers to fill out required travel information and requirements, such as passenger information, destination, cost centres and departure / arrival dates.

As well as improving the travel booking process for air and hotel, the form also included car rental requirements so all travel requests were simplified. Travel bookers could access the booking form through their bespoke client portal, which also offered other useful travel information and links.

The fact that the form requires standard fields to be completed means travel requests can be made quickly and easily – and after initial training, travel bookers were quickly comfortable with using the new tool. Additionally, the standardisation meant that human errors were reduced, with all fields being entered in a fixed format.

THE RESULT

Stork’s travel booking times have been reduced by 25% following the implementation of their new travel booking technology.

The simple but all-encompassing form means all travel requests are fully complete and accuracy levels improved – with fewer changes needed. It has streamlined the process from start to finish, and not just for the client but also the ATPI Corporate Travel teams.

Together Stork and ATPI Corporate Travel regularly review performance of the bespoke travel technology, ensuring that efficiencies are maximised and processes continually improved. As part of these strategic reviews, Stork have made the decision to trial an OBT with one of their sub-companies.

The bespoke travel booking technology provided by ATPI Corporate Travel has proved to be a unique way to tailor technology to client needs – for Stork it has proved a successful stepping stone towards OBT’s whilst still maximising the expertise of their dedicated travel team when booking offline.