

# AN ATPi CASE STUDY

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Tailored Travel  
Management  
Solutions Deliver  
Service Excellence

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### BACKGROUND

Our client is one of the largest banking groups in Europe, employing over 140,000 people. The bank serves 50 million customers, 8.2 million mutual shareholders and 1.1 million individual shareholders.

With customer-focused retail banking, the Group supports projects around the world including asset management, corporate and investment banking, consumer finance, real estate, payments and leasing and factoring.

A large percentage of the banks travel is focused on visiting their offices - particularly in Paris, New York, Tokyo, Hong Kong and Singapore but there are also regular client roadshows, which being client-led, could take travellers anywhere in the world.

### THE CHALLENGE

This client had been working with ATPi Corporate Travel in the UK for nine years and a mutually positive, successful relationship had been formed. Solid relationships and understanding between the client and our travel teams contributed to a seamless travel service, proactive recommendations and a continually developing travel programme.

In 2013, the bank made the decision to consolidate their business across Europe. Head Office in Paris was to lead the tender process, with input from local countries.

It was advised that as part of the client’s internal policy, that their business expenditure should not exceed 25% of a supplier’s turnover per country and at the time the bank’s domestic French business was around 50 million Euros.

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With the strong relationship between the two companies in the UK, this proved unfortunate on both sides as ATPI Corporate Travel were unable to be part of the procurement process.

From a local perspective, the client's UK team recognised the advantages of consolidation to benefit from cost savings strategies, but were concerned about the quality of service moving forward and the impact of working with a new travel management company (TMC).

This was a big change for the client's booking community and they faced the added difficulty of their online booking support team being based in the USA.

### THE SOLUTION

As a result of the challenges facing our client's UK travel team, a few months later it was agreed that the business would move back to ATPI Corporate Travel. Flexibility and tailored solutions were significant to this bank, ensuring that the booking process was efficient and that the right support was in place for travellers. Feedback on the new TMC was that they had rigid, inflexible processes, and were not open to investigating alternative solutions which would benefit our client.

For example, our solution for rail travel was bespoke to this client; Eurostar bookings would be completed online and ATPI Corporate Travel teams would accommodate seat requests offline. Further, where air and hotel bookings were made online, our relationship with the online booking tool provider meant we could support this client directly through our UK based

e-commerce team rather than the client needing to contact the supplier (and therefore a different team) directly. In regards to the relationship between the client and their travel team, this remained intact when they moved back to ATPI, with the same previous team who understood the client's business and travel requirements.

### THE RESULT

Our client made the decision that an established, local and flexible service was more beneficial than the savings created by European consolidation.

Positive relations were vital to this decision, as was the initiative taken by ATPI Corporate Travel to proactively recommend tailored business travel solutions that would complement the client's booking processes and improve traveller experience.

#### 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)