

Energy leader gains insight through measurement and benchmarking, saving \$5 million-plus

CWT AIR SOLUTIONS
NORTH AMERICA

THE CHALLENGE

Faced with the increasingly difficult negotiating environment, the client, a global energy and utilities leader with offices in 50 countries wanted to more clearly define the incremental value and impact of incoming proposals. Specifically, it needed to measure and benchmark its overall program against other large, multi-national corporations and gain access to unbiased, in-depth industry intelligence regarding purchasing behavior and potential opportunities therein. The firm also was seeking a resource they could turn to when airlines made changes to pricing, service or market share measurement.

THE SOLUTION

CWT Solutions Group® assessed all airline proposals focusing on Domestic and International Market Detail Reports for the top 50 domestic and top 25 international markets, International Spend Breakout for various carriers, and Key Drivers (recommendations for city pair savings). Continued monthly analyses equipped the client to understand ongoing changes and incremental savings opportunities from improved policy compliance.

"You answered every question I had and gave me exactly what I needed to conduct this negotiation."

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THE RESULT

Having acted on recommendations, the client realized savings in excess of \$5 million—a significant achievement given the maturity of the travel program. By negotiating guaranteed fares with the carrier which has its hub in the client's key market, another \$500,000 in savings was achieved.

Additional savings opportunities of more than \$2 million have been identified.

The client has come to rely on CWT for ongoing analysis and has engaged *CWT Solutions Group* in Europe, Middle East and Africa for regional work.

FAST FACTS

Industry: Energy and utilities

Scope: 68% international spend; 24,000 travelers

Volume: \$300 million in annual global air spend

Results at a glance:

- Realized savings of \$5-plus million
- Identified \$2 million in savings opportunities
- Negotiated guaranteed fares saving \$500,000 in key markets