

13% incremental increase in advance purchase saves medical pioneer \$312,000

CWT AIR SOLUTIONS
NORTH AMERICA

THE CHALLENGE

A global producer of cardiovascular therapeutic devices and related products sought to identify additional savings opportunities within its already well-managed travel program. Impressed with the analysis and reporting it was receiving from Carlson Wagonlit Travel, it also wanted to explore the savings potential from increased online booking.

THE SOLUTION

CWT Air Solutions Group[®] analyzed average segment prices (ASP) in the client's top domestic markets and compared agent-booked travel to travel booked through the *CWT Horizon*[®] online booking tool. CWT then identified major areas of opportunity for increasing online booking within those markets and expanded the analysis to include all domestic markets.

CWT worked with the client to develop a communications campaign that reflected the business case for increasing online booking. Regular progress updates illustrated behavior changes by market.

CONTACT

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THE RESULT

In year one, online booking for targeted markets increased from 38 percent to 51 percent—a 13 percent increase with *CWT Horizon*. The client benefited from \$312,000 in ASP savings, and additional transactional and efficiency savings.

As a result of these successful initiatives, the client extended its ongoing contract with *CWT Solutions Group*[®].

FAST FACTS

Industry: Medical devices

Scope: 60,000 transactions; 5,800 travelers

Volume: \$27 million in annual U.S. air spend

Results at a glance:

- 13% increase in online booking
- \$311,700 in advance segment price savings