

Eastman Kodak Company



Snapshot of a Successful Online Travel Program

CORPORATE TRAVEL PROGRAM

- 12,000 travelers
- \$29 million spent annually on domestic travel
- Online booking sites in U.S. and Canada
- Plans to roll out booking sites in Europe and Australia in 2003

ONLINE TRAVEL PROGRAM SUCCESSES

- 61% traveler use of the online system
- More than 25,000 tickets booked online
- More than \$1 million in savings to the travel budget
- 17% reduction in the average ticket price for tickets booked online

OVERVIEW

Eastman Kodak Company is the world leader in imaging and provides products and services in every imaging field including film, cameras, motion pictures, x-rays, printing and publishing, business imaging and digital imaging. The 122-year-old company has 70,000 employees and over 100 offices worldwide.

In 1998, the travel department at Kodak began researching online travel booking systems to find a tool that would provide its travelers with ready access to travel information and reduce costs to its travel budget.

After an intensive four-month testing process, the GetThere online booking system was selected.

ROLLOUT PROCESS

A pilot test of the online booking system was conducted with 80 travelers in March 1999. Actual implementation of the system began in August 1999. The travel department took a phased approach to the rollout, to ensure that travelers new to the system were adequately supported from a service standpoint.

Barb Bunting, travel coordinator at Kodak was one of the key members on the rollout team.

“Because of Kodak’s culture, we did not mandate use of the system after its introduction. Our message to travelers was that using the online booking system was the right thing to do for the company because of the cost savings it could provide.”

RETURN ON INVESTMENT

Today, Kodak has 12,000 travelers in the U.S. and spends \$28 million in air travel annually. In 2002, the company achieved the following metrics using the GetThere online booking system:

- 61% online adoption by travelers
- More than 25,000 tickets booked online
- More than \$1 million in savings to the travel budget
- 71% reduction in the average ticket price for tickets booked online

BEST PRACTICES

Part of the reason Kodak has been so successful with its online program is because the travel team took a hands-on approach to educating travelers from the onset. Initiatives included:

Training—Training was conducted live via Kodak’s network and in person during lunch hours so that all initial questions and comments could be addressed directly and immediately.

Help Desk Support—Two of the travel team members, including Bunting, served as the travel help desk for the first six months of the online program, in order to completely understand traveler issues. The help desk was then outsourced to Kodak’s agency, Rosenbluth Travel.

Meeting Planner Support—Kodak’s internal meeting planners began to instruct attendees to book their meeting-related travel through the online booking tool.

Written Communications—Tips for using the product and information about the corporate travel program were included in a weekly email newsletter to supervisors and features in the monthly company newsletter. The travel department also identified top travelers and their administrative assistants, sending them additional product information via email.

Marketing Material—Posters and tent cards were displayed in high visibility areas such as elevators that communicated the benefits of using the online booking system.

BREAKING 50% ADOPTION

In February of 2002, adoption of the GetThere online booking system spiked to 57 percent. Bunting attributed this increase to two new initiatives:

Fee Allocation—In January 2002, Kodak implemented a process to bill agency fees back to the individual traveler's corporate card. Because booking trips with the agency is more expensive than booking online and the additional fees now directly hit the traveler's expense budget, travelers became more conscientious about using the online system.

Focused Reporting—Kodak began to issue monthly travel reports about online and offline travel activity listed by individual travelers instead of general business unit. The reports were sent to finance directors in each business unit, allowing them to pinpoint

travelers that could be using the online system to reduce costs to the budget.

KODAK CANADA ONLINE

In early 2001, online booking was extended to travelers at Kodak's Canadian office. Because Kodak Canada did not have enough travel volume to warrant creating a separate online booking site, Canadian travelers were provided access to the main U.S. site through the Kodak internal network.

When making a booking, these travelers can display fares in Canadian dollars and can leverage travel supplier rates negotiated for both the U.S. and Canada. While Rosenbluth Travel supports Canadian travelers from the U.S., trips are ticketed in Toronto.

GROWING USE IN 2003

Kodak's goal for 2003 is to reach 70 percent adoption of the GetThere online booking system in the U.S. Kodak will also launch GetThere in the United Kingdom and Australia by the end of the year.

“Our message to travelers was that using the online booking system was the right thing to do for the company because of the cost savings it could provide.”



Barb Bunting,
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