

Huron Consulting Group

Rapidly Growing Consultancy Creates Successful Online Travel Program

Huron
 CONSULTING GROUP



CORPORATE TRAVEL PROGRAM

- 400 travelers
- Created travel policy with Rosenbluth International in July 2002
- Rolled out GetThere in August 2002 to empower travelers

BENEFITS

- 45% traveler use of the online system
- 50% lower fee for online bookings
- 10% lower average ticket price for tickets booked online

OVERVIEW

Huron Consulting Group is a 400-person business consulting organization created on the belief that their people are the company's greatest asset and that their clients deserve the very best in terms of effort, care and intellectual capacity – delivered objectively. The company operates nationwide with offices in Boston, Charlotte, Chicago, Houston, Miami, New York, San Francisco and Washington, D.C.

CREATION OF A TRAVEL PROGRAM

Huron Consulting Group signed Rosenbluth International as its travel agency partner in July 2002 to work with its internal travel coordinator. The company wanted to put policies and procedures in place to provide travelers with cost-effective travel options and excellent customer service, while maintaining a flexible travel program that could expand as the company grew in size.

THE POWER OF ONLINE BOOKING

As part of the new travel program, the team decided to roll out GetThere's DirectMidMarket online booking system, to let travelers book their own trips online at any time. In the online booking system, travelers can select from an online display of preferred rates for air, car and hotel options negotiated by Rosenbluth to help Huron Consulting Group save money.

ROLLOUT IN THREE EASY STEPS

Because the GetThere system was easy to configure with Huron Consulting Group's travel requirements, the rollout was a smooth process that occurred in three steps:

Kickoff call—Rosenbluth's site administrator discussed parameters of the online program with the company and collected travel data needed for the setup.

Site configuration—The agency configured Huron Consulting Group's booking site within a few days, complete with pre-loaded employee data from the company's HR database, negotiated rates for preferred vendors, customized traveler messages and the company's logo. A site walkthrough was conducted with the travel coordinator to ensure accuracy.

Rollout—Huron Consulting Group issued email memos introducing the program prior to rollout of the booking system. Employees immediately felt comfortable using the system because it reflected their corporate identity and was very easy to use.

According to Pat Sage, travel manager at Huron Consulting Group, the rollout was seamless.

"We had no resistance from travelers when we rolled out the GetThere online



booking system. Our people appreciated the control it provides.”

TRAVELER PERKS

Travelers liked that they could enter requirements for a business trip through the GetThere system and within seconds receive a range of options, with preferred rates highlighted as cost-effective travel choices.

"When Huron Consulting Group travelers book their own trips online, they take more accountability for their choices," said Pat Sage. "We have found on average that trips booked online cost the company less as a result."

Travelers also enjoyed that their profile data, such as frequent flyer numbers and credit card information, was automatically loaded into an actual booking, saving them the hassle of re-entry. Travelers also liked the ability to select their own meal choice and seat option.

COMPANY BENEFITS

With the GetThere online booking system, Huron Consulting Group has achieved the following results:

- 45 percent adoption rate. Of all travel bookings made at Huron Consulting Group, nearly half are now made online by its travelers.
- 50 percent lower fee for online bookings. When a traveler books a trip online, Rosenbluth charges Huron Consulting Group less than an itinerary booked by phone, because trips booked online do not require manual assistance from an agent.
- 10 percent lower average ticket price. Tickets cost less when booked online, because preferred rates and low-fare alternatives are highlighted and travelers tend to make better decisions when all options are displayed.

"Using GetThere's online booking system allows Rosenbluth to provide Huron Consulting Group's travelers with a less expensive option for making travel reservations," said Kimberly Counts, account manager at Rosenbluth International. "The more that travelers at Huron Consulting Group book trips online, the more time our agents are free to focus on providing other value-added travel services to the company."

“We had no resistance from travelers when we rolled out GetThere DirectMidMarket. Our people appreciated the control that online booking provides.”

Pat Sage
Travel Manager
Huron Consulting Group

GetThere

Corporate Headquarters
4045 Campbell Avenue
Menlo Park, CA 94025, USA
Tel: (650) 752.1500
Fax: (650) 752.1750

GetThere Europe

Somerville House
50a Bath Road
Hounslow, Middlesex
London TW3 3EE UK
Phone: 0208 814 4386