

# IT company identifies \$440,000 in annual savings potential—and that's only the beginning

**CWT AIR SOLUTIONS**  
NORTH AMERICA

## THE CHALLENGE

The U.S. division of a global business intelligence company needed access to broad, deep, and unbiased market information to measure the effectiveness of its overall travel program and negotiate both immediate and incremental savings.

## THE SOLUTION

Using components of *CWT Air Solutions Groups<sup>SM</sup>* optimization program, Carlson Wagonlit Travel analyzed opportunities to cut travel costs by boosting use of advance booking and online booking tools. CWT benchmarked the client's travel spend against other like-size clients in similar industries and created metrics that the client contact could present to senior management and divisional presidents. Quarterly reports on incremental savings opportunities provided valuable insights into traveler behavior.

## CONTACT

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## THE RESULT

Senior management embraced a company-wide strategic travel program which included increased use of advance purchase tickets, higher adoption of its chosen self-booking tool, and communications to educate travelers and change behavior.

The client implemented an internal communications plan to change traveler behavior to sustain and expand savings opportunities.

The company identified the opportunity to save \$300,000 annually by improving advance purchase rates and an additional \$140,000 annually through increased adoption of an online booking tool. Armed with the benchmarking data, the client saved an additional \$60,000 through carrier negotiations. The satisfied client renewed its contract with Carlson Wagonlit Travel.

## FAST FACTS

**Industry:** Information Technology

**Scope:** Travel to 135+ countries

**Volume:** \$10 million in annual U.S. air spend

### Results at a glance:

- Identified savings of \$300,000 within advance purchases
- \$140,000 savings potential by increasing online booking adoption
- Saved \$60,000 through air carrier negotiations