

Process improvement leader saves immediate \$60,000; identifies 6% annual savings potential

CWT AIR SOLUTIONS
U.S.A.

THE CHALLENGE

An IT company, widely recognized for its expertise in process improvement, sought unbiased market intelligence and analysis to measure the effectiveness of its overall air travel program. Specifically, it wanted market intelligence to know whether discounts it was receiving were in line for a company of its size. It also wanted to find incremental savings opportunities beyond the negotiated savings.

THE SOLUTION

By analyzing the overall effectiveness of the existing program and benchmarking the company against similar clients, Carlson Wagonlit Travel identified several savings opportunities. CWT Solutions Group® provided benchmarking for advance purchase and airline discounts to show how the company compared to other like-size companies in the same industry. CWT created advance purchase and self-booking tool metrics to help the travel manager gain executive buy-in. Quarterly reports identified additional incremental savings that would result from getting travelers to use the online booking tool and purchase tickets farther in advance.

"The analysis you provided is excellent—I'm renewing the services of CWT Air Solutions Group for another year."

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THE RESULT

Equipped with benchmarking information and other critical data, the client saved an immediate \$60,000 on carrier negotiations.

Senior management and divisional presidents embraced a plan to drive a company-wide message that increased advance booking would save the company \$300,000 annually—6 percent of its annual air spend.

FAST FACTS

Industry: Information Technology

Scope: 7,500 travelers; 21% international spend

Volume: \$5 million in annual U.S. air spend

Results at a glance:

- Carrier negotiations saved \$60,000
- Identified potential annual savings of \$300,000 by changing traveler purchasing behavior