

Strict client criteria used to create customized reports and track savings

CWT AIR SOLUTIONS
NORTH AMERICA

THE CHALLENGE

A large personal care product manufacturer with more than \$200 million in global air spend has a stringent methodology for defining savings. It needed a comprehensive reporting mechanism to track total savings within these defined guidelines. The non-CWT agency client engaged *CWT Solutions Group*[®] for its best-in-class benchmarking and ability to create customized reports to specifically meet these needs.

THE SOLUTION

Using the client's established criteria of cost avoidance, hard dollar savings, and savings adjusted for inflation, *CWT Air Solutions Group*SM analyzed data and benchmarked average segment price for each independent travel region using aggregate data from similar CWT clients.

THE RESULT

Carlson Wagonlit Travel now provides the client with quarterly reports, summarizing global air, hotel, and car savings based on client metrics. The client appreciates the simplicity of reports, which are easy-to-understand because they define terms and avoid industry-specific jargon. The client also receives useful updates and information about industry trends to better understand the market place and further optimize its travel program.

The satisfied client has expressed interest in expanding the scope of the project from assessing only the largest points-of-sale to include each point-of-sale (POS) in air, hotel, and car.

FAST FACTS

Industry: Personal care product manufacturer

Scope: U.S.-based company, operations in 80 countries

Volume: \$200 million plus

Results at a glance:

- Meaningful metrics within client-specific parameters
- Simplified reporting
- Best-in-class benchmarking for every point-of-sale

CONTACT

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