



**British Heart
Foundation**

British Heart
Foundation

Client since: 2012

COMPANY TYPE

UK's leading heart disease charity, funding research, education, care and awareness campaigns

PAIN POINTS

Inadequate MI, insufficient control of travel spend

Click Travel has provided us with a great deal of information and pertinent, easy to understand advice, as well as implementing new procedures which have helped us to become more aware of our travel spend.

KEVIN EMSDEN FRONT OF HOUSE MANAGER

THE COMPANY

British Heart Foundation (BHF) is the UK's number one heart charity. The company researches the causes, diagnosis, treatment and prevention of heart and circulatory disease, and helps thousands of people every year.

WHY CLICK TRAVEL

British Heart Foundation needed more detailed MI, a user-friendly booking system, improved policy compliance, and reduced travel spend.

98%

ONLINE
ADOPTION

£50K

SAVINGS IN
FIRST YEAR

7 DAYS

INCREASE ON
BOOKING LEAD TIME

THE CHALLENGE

British Heart Foundation was looking for a booking tool that would give better management information, including forecasting of travel spend, as well as helping the charity to reduce its overall expenditure.

The organisation was impressed with Click Travel on multiple levels: with the service levels proposed, the competitive service fees, the free online bookings and the proactive, friendly and helpful reservations team.

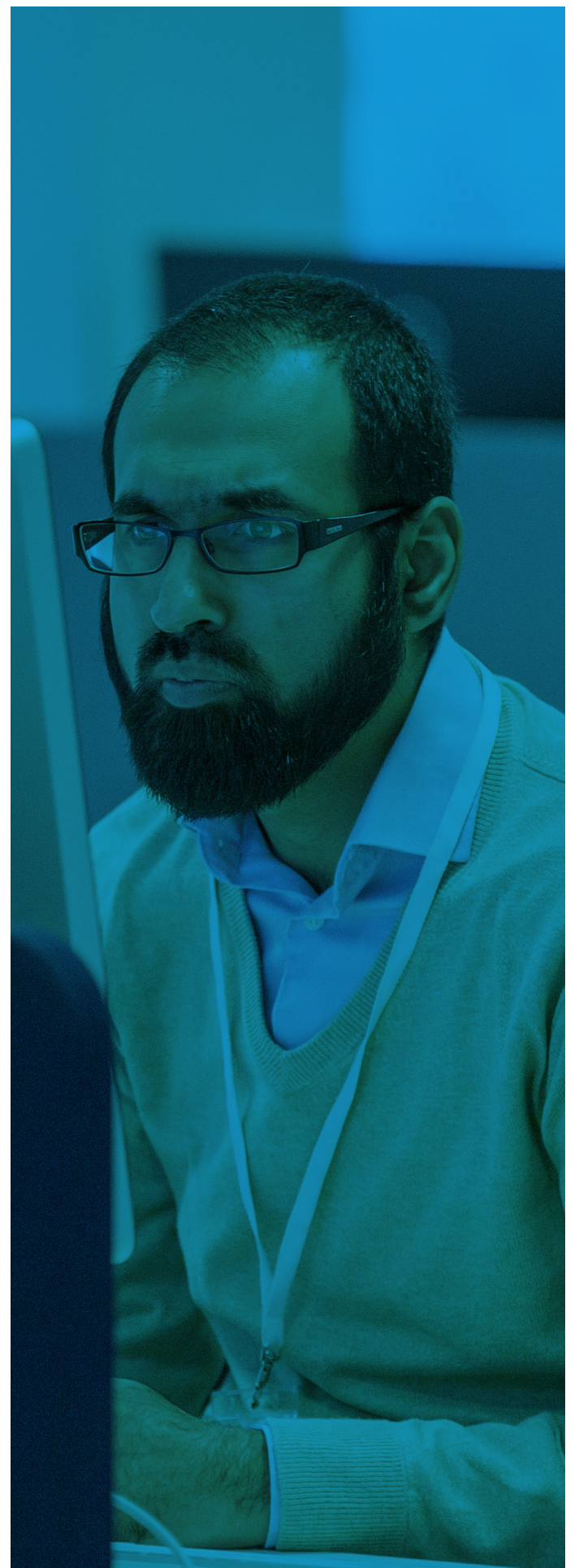
The implementation of Click Travel's services began in 2012, with a mix of face-to-face and WebEx training on Click's online booking tool. The booking tool was built to be intuitive and so the implementation process went smoothly and, correspondingly, online adoption rates rose dramatically.

To help BHF adapt to the new system quickly Click tailored their booking tool to automatically send a booking confirmation to budget managers when a user selects a relevant cost code whilst making a booking.

Similarly, Click added a custom field asking travellers to give their reason when booking fewer than 12 days in advance, as late bookings were an issue that BHF wanted to eradicate. Click then reinforced this message with an email campaign, reiterating the importance of early booking and the increased savings that would accrue.

DRAMATIC RESULTS

In the three years since British Heart Foundation became a client of Click Travel, the charity has enjoyed noticeable success on all the targets set for the charity's managed travel programme.





The charity has increased average booking lead-time by seven days. Increasing rail lead-time alone has saved the charity 6% of their total rail spend in one quarter.

BHF benefited from utilising our corporate rates in London, providing further savings on hotel spend.

Online adoption is at an impressive 98% (increased by 2% since 2013), which gives the charity control and clarity of its spend. Moreover, BHF saved £50,000 in Year 1 from rate reductions in hotels, air and rail, and has improved policy compliance by 14% since 2013.

“I have been so impressed over the last few months with the support, advice and efficiency of Bal [our account manager] in your team,” said Kevin Emsden, Front of House Manager.

“Bal has provided us with a great deal of information and pertinent, clear-to-understand advice, as well as implementing new procedures which will help us become more aware of our travel spend.”

£50,000 savings in Year 1 from rate reductions in hotels, air and rail, and improved policy compliance by 14%.

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