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## THE COMPANY

One of the top 10 UK insurance, pensions and investments companies, with over 300 offices and approximately 3,500 employees.

## KEY ISSUES AND CONCERNS

The company issued a tender early 2014 and from the start were very open and honest about the challenges and constraints their selected travel management company (TMC) would need to help them overcome, including a culture where historically bookings were predominantly made offline.

Alastair Kerr, Procurement Manager explains, "Whilst an online tool had previously been implemented with our existing supplier, it had never been truly embraced and online adoption was an area we had never achieved, in fact at that time online usage was as low as 0.1%. In addition to this, the business knew from previous projects that employees had a reluctance to change and they expected a change of TMC to be no different."

The company expected the successful supplier to use its expertise to propose an optimal solution that not only addressed the company's requirements, but leveraged best practices, best in class solutions, key partnerships and security strategies.

94%

ONLINE ADOPTION

3,500

SELF BOOKERS

£30k

ANNUAL SAVINGS ON TRANSACTION FEES

## THE SOLUTION

Alastair Kerr, Procurement Manager shares his highlights of the Implementation process. "We were impressed from the very start with Click Travel, the way their brand was represented in the tender documents right through to the initial shortlist presentations were all very favourable and it immediately felt like a great cultural fit for us. Click Travel came across as a really passionate team that worked closely together and I had great confidence in their product and what they could deliver."

After a successful tender process and award of the business, Click Travel were excited to start work on helping the client achieve their goals.

To help overcome any internal resistance, the company secured senior management endorsement for the change and had a clear effective communications strategy, which their internal communication team helped to deliver. This included an Intranet site and the use of video screens throughout their offices to promote the new service. Click Travel offered a range of flexible training, WebEx sessions, user guides, video links and onsite roadshows, supporting end users and building relationships with key bookers across the company.

A key booker, who was on the decision-making panel, comments, "We knew from that first meeting that Click Travel were the right 'fit' for us - we loved their people and their company ethos. They are exactly the type of company we wanted to do business with."

Alastair expands, "It was a huge risk to us to make the move from offline to online servicing as we needed it to be an internal success. Whilst it was an easy decision to select Click Travel, one of the factors that influenced our decision most was that we loved the look and feel of the tool, and its ease of use. The tool really sells itself and I believe this is one of the reasons why it has been so well received from the start."



It was clear from the start that to make this implementation a success, the end users would need support and encouragement to embrace their new travel booking solution. We worked with the company to make sure key users were engaged early on in the process, right from the presentation stage of the tender, and this meant that they had already bought into the change of travel management company and were aware of the greater benefits this would bring to their business.



VICKI WILLIAMS

Head of Implementation at Click Travel



## THE IMPLEMENTATION

The implementation was a huge success, as Alastair explains, "We had complete confidence in the process, it was organised and controlled from start to finish. They challenged us to make the best decisions and really gave us food for thought on how we could transform the process of booking travel within our company. There was a change of project lead on our side during the implementation phase due to unforeseen circumstances, and whilst this could have had a major impact to timelines, the implementation plan covered every eventuality, so it was a seamless transition."

Now in their 3rd month of trading, the results are already starting to speak for themselves, "After a successful first 3 months we're now looking forward to seeing what the Click Travel team can help us deliver over the first year and beyond. Based on the first 3 months, our annual savings are expected to be in the region of £70k."

Summing up his experience so far, Alastair said, "We knew our ambitions for our travel programme were quite a radical change for our company culture, we weren't even sure they were achievable, but Click Travel gave us the confidence that we could get there. Click Travel are a pleasure to work with and a great company to do business with."

£40k

SAVINGS ON AVERAGE RATES/FARES PAID

300

BOOKERS



After a great start, we're looking forward to finalising the hotel rate programme and reviewing the travel policy to drive changes in booking behaviour, which we expect to produce even greater savings.

Chris Vince CLICK TRAVEL ACCOUNT MANAGER

Start your journey with us today

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