



Our relationship with Click Travel is excellent; it's seen us save over £600k in Year 1 and renew our contract twice.



PAUL OWEN HEAD OF VENUES

TalkTalk
Group

TalkTalk Group
Client since: 2010

COMPANY TYPE

UK's leading
telecoms company
with 2,500
employees

PAIN POINTS

Limited number of
sources, money was
being lost

THE COMPANY

Founded in 2003, TalkTalk is a household name and one of the UK's leading telecoms companies. The organisation serves four million customers across the country and is a principal provider of fixed line broadband, telephony, television and mobile services to consumers and businesses.

WHY CLICK TRAVEL

TalkTalk were really impressed with Click's booking tool and wanted a company to help increase online adoption. They felt that Click's unique software fitted perfectly with TalkTalk.

£600k

REALISED SAVINGS
IN YEAR 1

90%

ONLINE
ADOPTION

27%

HOTEL RATE SAVINGS
IN YEAR 1

Before moving to Click, TalkTalk found that their travel management was falling down on three main areas. Firstly, the system in place did not focus strongly enough on the benefits of organising bookings online, meaning that money was being lost through the use of less efficient offline methods. Secondly, the rates being paid were not as competitive as they might have been due to provision from a limited number of sources. Finally, the rate of travel policy compliance was too low due to the fact that bookers were able to make bookings online, without the use of a TMC. It was clear that a more adaptable, proactive approach, combined with proven online efficiency, would be required from a new TMC.

Having gone through a thorough tender process and after evaluating all options available, TalkTalk appointed Click Travel as their travel management supplier in 2010. One of the principal reasons behind the decision was the easy to use, MI-rich nature of Click's online booking platform. Paul Owen, Head of Venues, explains, "We wanted a travel management company that could help us encourage online booking, in order to lower transaction costs and follow policy compliance. Click Travel's platform is user friendly and enables us to run detailed reporting on our travel."

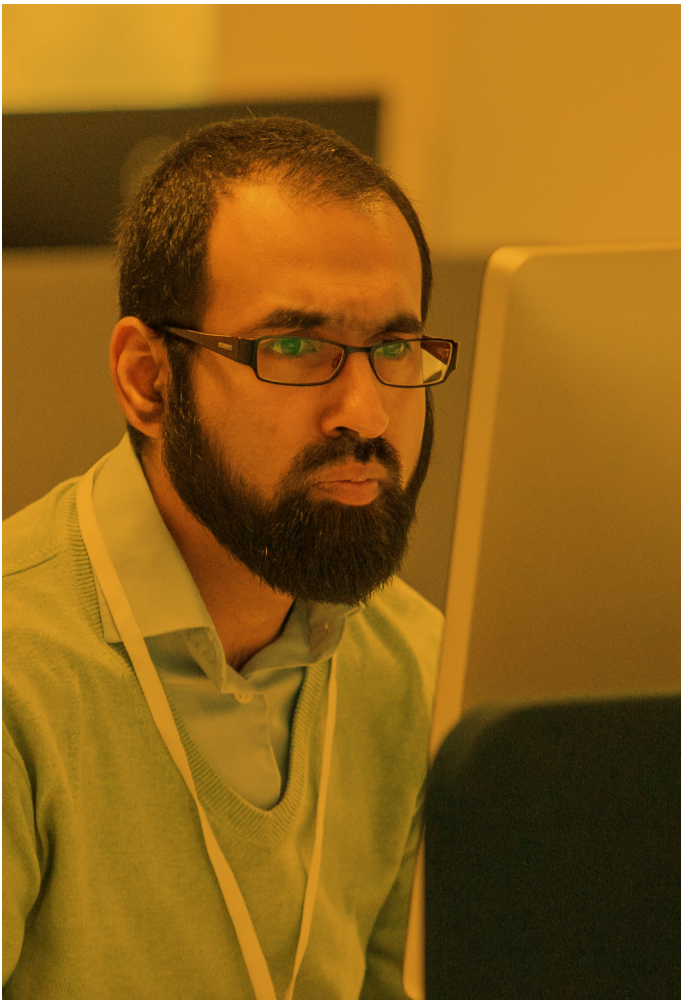
Following a smooth transition process, which was tailored to TalkTalk's specific requirements by Click's dedicated implementation team, it wasn't long before the benefits of choosing Click started to become very clear. Within 3 months of implementing Click's online booking tool, TalkTalk achieved an online adoption rate of over 90%, delivering significant savings on transaction fees. The user-friendly platform also helped drive significant improvements in policy compliance, thanks to the controls established during implementation, meaning TalkTalk's travellers knew and understood the fares they could book and the simple way to do it online.

Click Travel's rail platform delivered savings of over 10% in Year 1, in excess of £106,000. This substantial figure was achieved by offering the right combination of rail tickets every time, discouraging travellers from using Anytime Return tickets and purchasing combinations of single tickets instead.



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As a major user of air travel, TalkTalk saved a significant 30%, or £198,000, in Year 1 on a similar number of flights and routes compared to the previous year. Click Travel's unique approach of combining traditional GDS content with direct connections delivers the right option, at the right price, every time.

Another principal area of travel spend for TalkTalk was accommodation. A combination of multi-channel content and proactive account management delivered Year 1 savings of 27%, equating to just over £120,000. As well as providing access to popular consumer websites like HRS.com, Booking.com and Premier Inn, Click Travel worked closely with TalkTalk, to negotiate hotel rates in key locations to deliver further savings.

Results have been equally fruitful following on from TalkTalk's initial success, but Chris Vince, Director of Operations at Click, won't rest - he wants to keep pushing things forward to continue the success of Click Travel and TalkTalk's relationship.

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Start your journey with us today

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