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STEPHANIE SEARL SENIOR MANAGEMENT ACCOUNTANT

**FIVE GUYS**  
BURGERS and FRIES

Five Guys  
Client since: 2014

## COMPANY TYPE

One of the biggest burger chain’s, with over 1,500 restaurants.

## PAIN POINTS

Lack of control or measure of travel spend.  
  
Growing business.

## THE COMPANY

First opened by the Murrell family in Virginia, USA, Five Guys is now one of the biggest burger chains in USA, UK and Europe, serving over 1,000 locations with over 1,500 restaurants.

## GROWING PAINS

Five Guys are certainly familiar with the juicy, salty, cheese-topped taste of success. Founded by the Murrell family, the incredibly popular burger chain soon went global after franchise opportunities were made available, with new restaurants popping up across the UK. However, rapid growth can bring an array of new challenges for any organisation and it certainly did this for Five Guys, who recognised the need to focus on their travel management strategy.

Before joining Click Travel Five Guys did not use a travel management service of any kind and instead adopted a DIY approach to booking their business travel.

80%

POLICY COMPLIANCE  
WITHIN 3 MONTHS

100%

ONLINE ADOPTION  
WITHIN 3 MONTHS

12%

SAVINGS ON AVERAGE  
AIR AND RAIL RATES

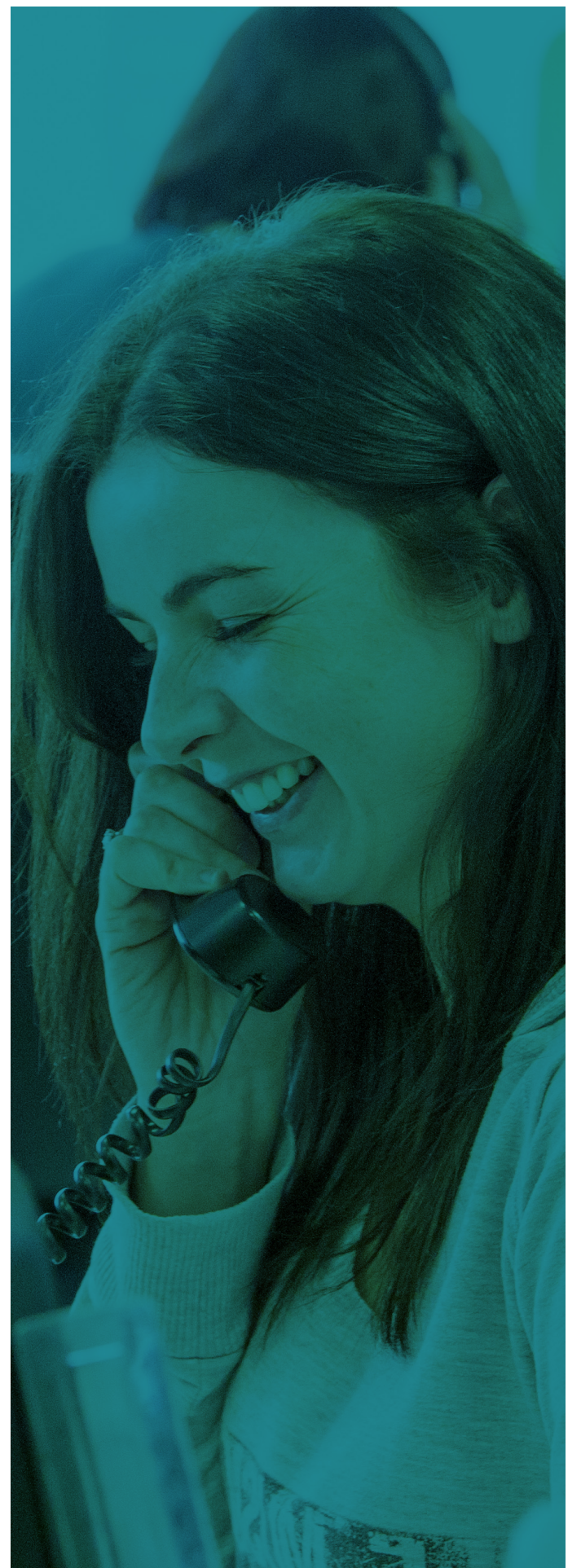
Whilst having a discussion about travel management with TalkTalk, Five Guys' Finance Director was encouraged to contact Click Travel; after enjoying a long standing relationship with Click themselves, TalkTalk felt that Click would be a great fit for Five Guys.

After hearing great things about Click's service, from the online system to the reservations team, Five Guys felt that it made sense to make enquiries into working with Click and later appointed us as their TMC.

## A NEW APPROACH

After gliding through the implementation process without any problems and at an accelerated pace, Five Guys were ready to roll out their new travel management strategy.

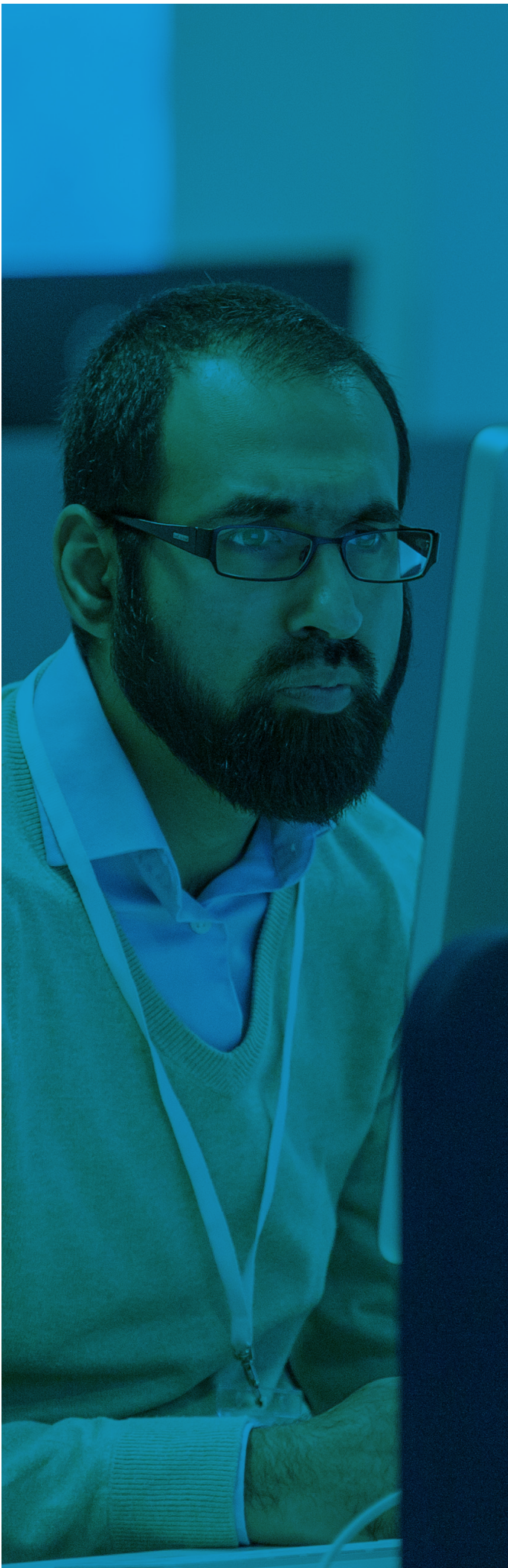
"Our users were extremely happy with the new system," Steph Searl, Senior Management Accountant at Five Guys explains. "Usually when introducing a new programme or system there are a few hiccups, but moving everyone onto Click's online booking tool was smooth sailing - there were absolutely no issues at all!"



“ We're incredibly impressed with the level of reporting that we're able to access through Click's online booking tool and examining the trends in our travel has been really interesting. ”

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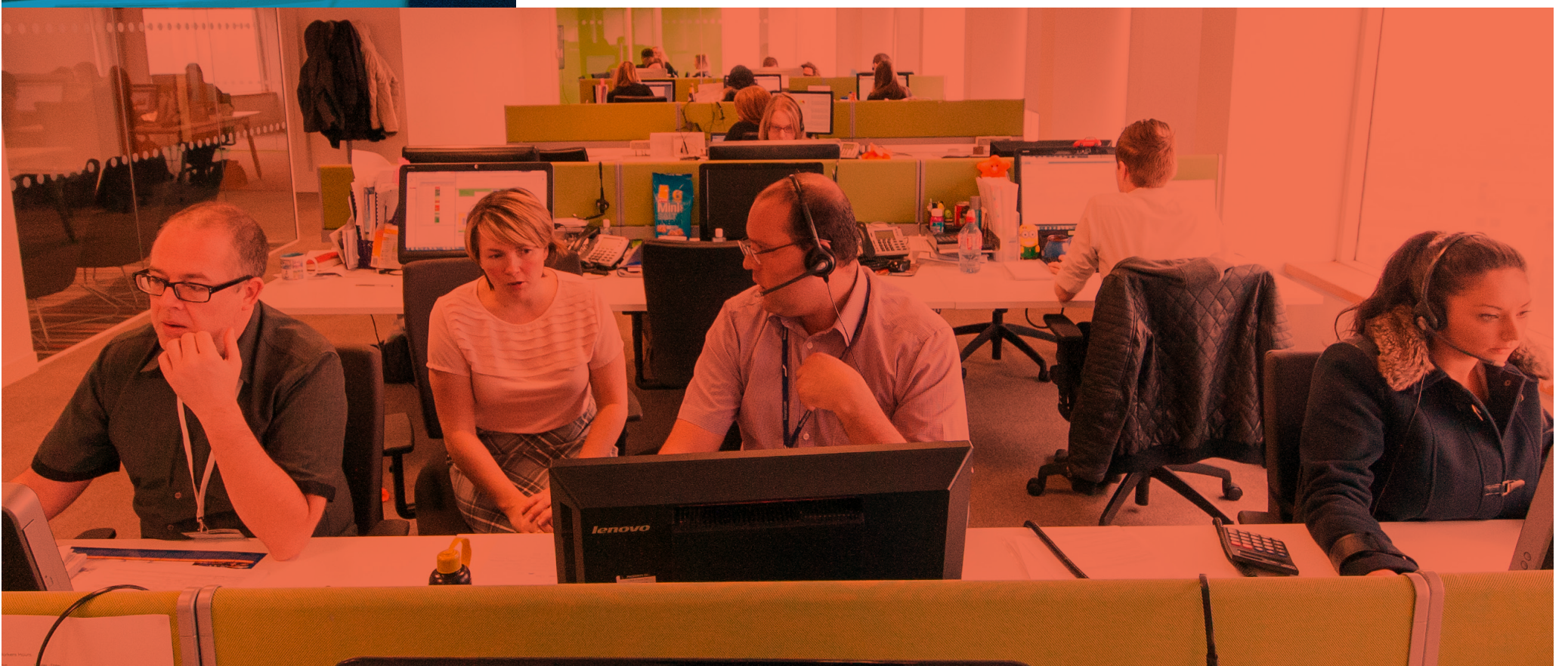
One of the first things that Click advised Five Guys to do in order to improve their business travel and reduce their spend was to implement a travel policy. Prior to working with Click, Five Guys had no travel policy in place, meaning that travellers could book any accommodation or class that they saw fit, which would of course increase travel spend.

Five Guys worked closely with their account manager to create a travel policy that would work for travellers but also benefit the organisation in terms of savings. By making small but effective changes, such as introducing a budget of £90 for hotel rooms outside of London, Five Guys were able to start reining in their travel spend.

With new locations being opened every week, Five Guys then looked to review their travel patterns in order to get a greater understanding of how the organisation actually travels, as this would then enable them to identify further opportunities for savings in the future.

It can be a shock to the system to introduce a new supplier to an organisation and TMCs in particular can be met with some resistance from employees who don't see the benefit of using them - but this was not the case for Five Guys.

"We're incredibly impressed with the level of reporting that we're able to access through Click's online booking tool and examining the trends in our travel has been really interesting," Stephanie Searl, Senior Management Accountant at Five Guys, tells us. "We're really pleased with the service that our account manager provides - there's nothing more we could ask for!"

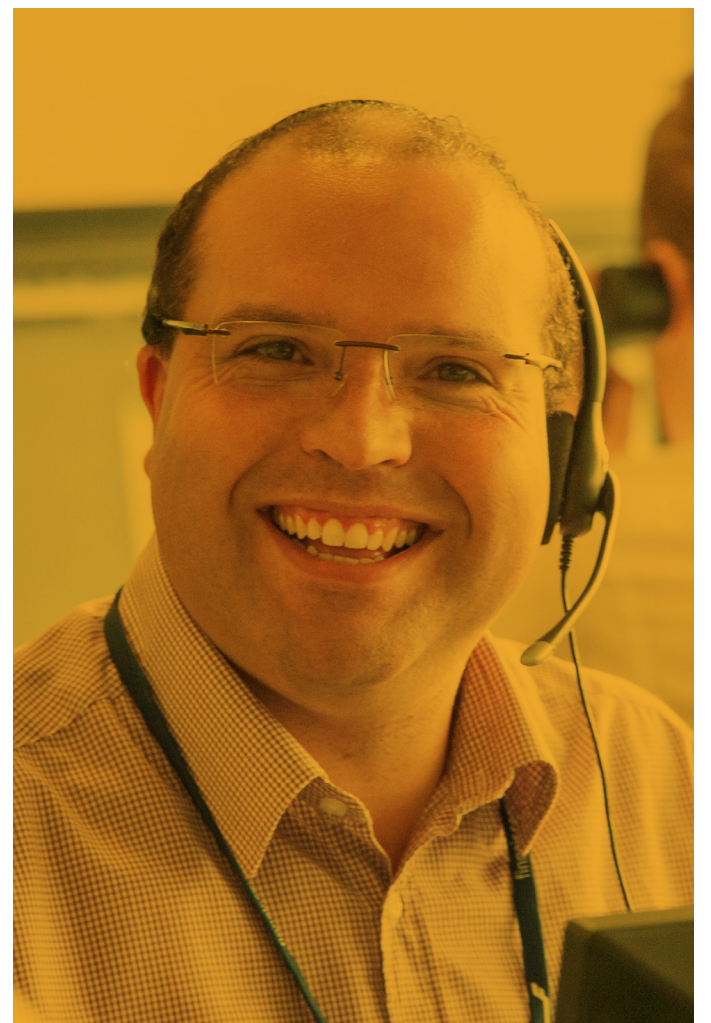




## GREAT RESULTS AND FUTURE PLANS

Five Guys achieved an online adoption rate of 99% in their first 6 months working with Click, a real testament to just how easy users have found booking and managing their business travel. Stephanie says, "All of our users find Click's online booking tool incredibly easy to use and are now able to quickly get on with booking their travel. I'm yet to hear a negative comment about it!"

During a recent travel management review Five Guys' account manager identified that they could save up to 12% of their total travel spend in the next 12 months by improving lead times when booking flights and hotels, as well focusing on increasing policy compliance when booking hotels and train travel.



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