



The team at Click are so helpful and that makes my job so much easier, but most of all they have delivered what they promised from our very first meeting.



DAVID OLIVER PROCUREMENT MANAGER



Red Bull[®]

Red Bull
Client since: 2014

COMPANY TYPE

World-famous energy drinks manufacturer

110 bookers

212 self-bookers

TRAVEL SPEND

£2.5M - predominantly UK travel

PAIN POINTS

Wanted a TMC that could drive bookings online

THE COMPANY

Red Bull Company Ltd is the UK division of one of the world's most recognised brands. Red Bull's inimitable blue and silver can and its slogan, 'Red Bull Gives You Wings' are synonymous with active, dynamic lifestyles and it was this progressive culture that really drew Red Bull to Click Travel.

SEEKING SATISFACTION

Before moving to Click Travel, Red Bull found that end users were facing increasing difficulties in making the bookings they needed, as and when they wanted. Under their previous travel management company (TMC), the soft drinks manufacturer were struggling to achieve a level of online adoption that they were happy with, particularly as a dynamic and technologically advanced organisation.

"Boosting our online adoption rate was a key focus area for us. Although we used an online platform with our previous supplier, the adoption levels weren't as high as we believed they should be, especially for a young and tech-savvy organisation like Red Bull," explains David Oliver, Procurement Manager at Red Bull.

96%

OVERALL
ONLINE ADOPTION

18%

ANNUALISED
SAVINGS ON FLIGHTS

13%

AVERAGE RATE
REDUCTION ON AIR

11%

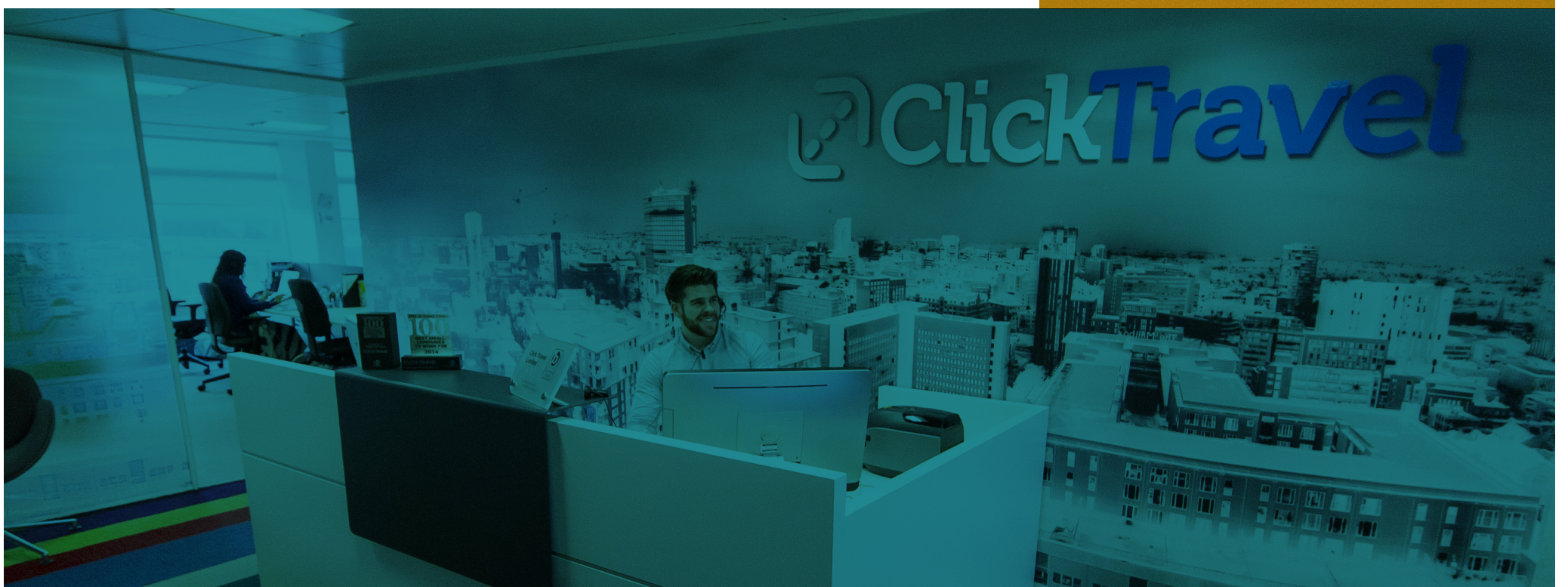
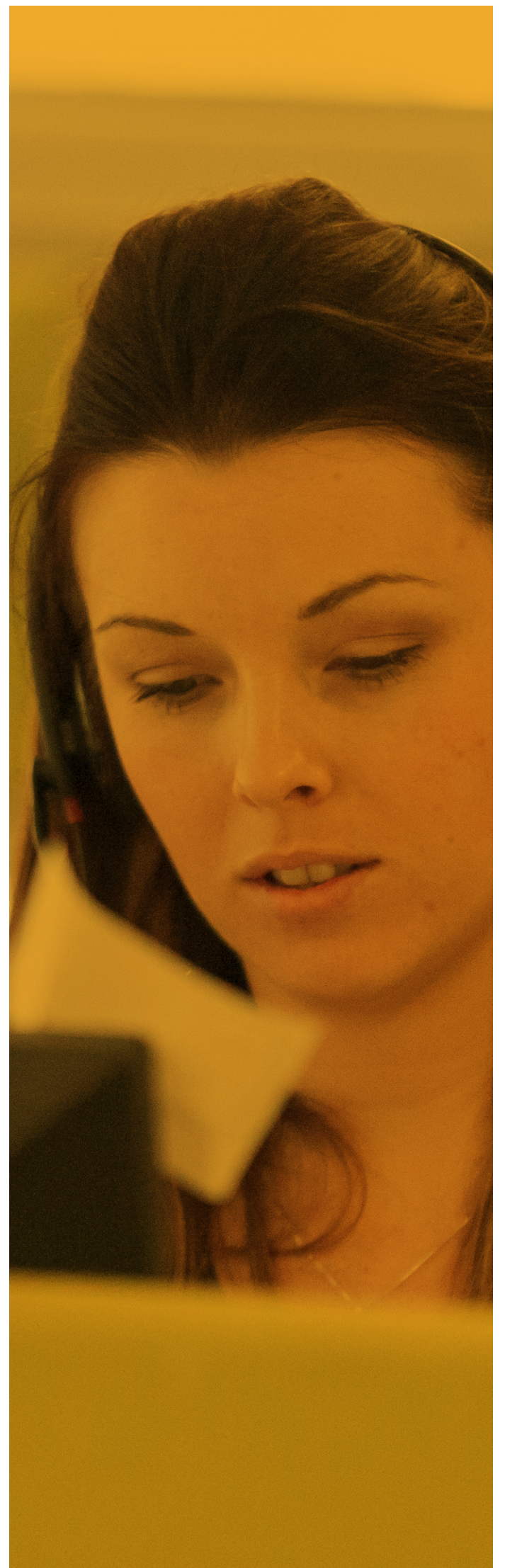
ANNUALISED
SAVINGS

“We wanted there to be no barriers, enabling people to access the online booking tool, see what they could book and actually book it in the shortest time at the lowest cost. We didn’t want people to have to wait for the travel office to open so they could call someone to discuss their flight, it should be straightforward,” continued David, “So we were convinced there was a better way to send our online adoption far higher than it was; blended across air, rail and hotel, we were bubbling around 74% before Click.”

Determined to seek a new, proactive alternative, the Red Bull team set out to find a TMC that matched their ambition using a thorough and comprehensive tender process. Even before the process began, Click Travel was already a TMC that David wanted to know more about; “We were aware of Click because we had read a couple of interesting articles in some of the trade journals. There was one in particular about rail tickets, which is a particularly significant area for us, and how travel management companies traditionally need to get in bed with TheTrainline or Evolvi. Then there’s Click Travel, who decided to do their own thing. We were interested in that approach; we thought, “Here’s a company that didn’t go down the tried and tested route, they decided to have a look at what the market needs now and build it from the ground up.” This was reinforced when we met Click on their stand at the Business Travel Show.”

During the comprehensive tender process, Click stood out from the crowd straight away with its focus on proactive, progressive technology, service and account management.

“Click impressed from the get-go because they seemed to have a lot of original ideas and approaches. There was a freshness about what Click were suggesting that we were really encouraged by.”





EASY INNOVATIVE IMPLEMENTATION

Once the decision to switch to Click had been made, the implementation process began and this served as another key indicator that Click was the perfect fit for Red Bull.

Click's 6 step customer-centric implementation plan ensured that Red Bull had total clarity and visibility of the key deliverables, milestones, timescales, project dependencies and resource requirements, as well as the average timescales and information that would be required from them during each stage of the process.

During our 6 step implementation process the time commitment from Red Bull was concentrated only on particular stages of the project, including Discovery & Definition and Deployment, whereas during the Build and Test phases the resource is predominantly focused on Click. This thorough and proven methodology allowed Red Bull to plan and organise their resource for the duration of the project so they knew exactly what to expect and how to get the very best out of the process.

Stage 1 Discovery & definition -

Red Bull provided Click with a copy of their travel policy and data capture requirements. We also imported a csv file of traveller profiles provided by their HR department and set up their invoicing requirements. During this stage their preference for data transmission was discussed and it was decided that password protected files would be used to ensure security.

Stage 2 Build - We begin to configure Red Bull's online portal, engaged our offline travel team and created relevant internal training documents to brief Red Bull's designated travel team and in house out of hours team.

“Often suppliers promise the Earth but then don't deliver when it comes down to it; we absolutely didn't have that experience. We've been very pleased with Click. Surprised as well, because a lot of the time you just don't get that level of service.”

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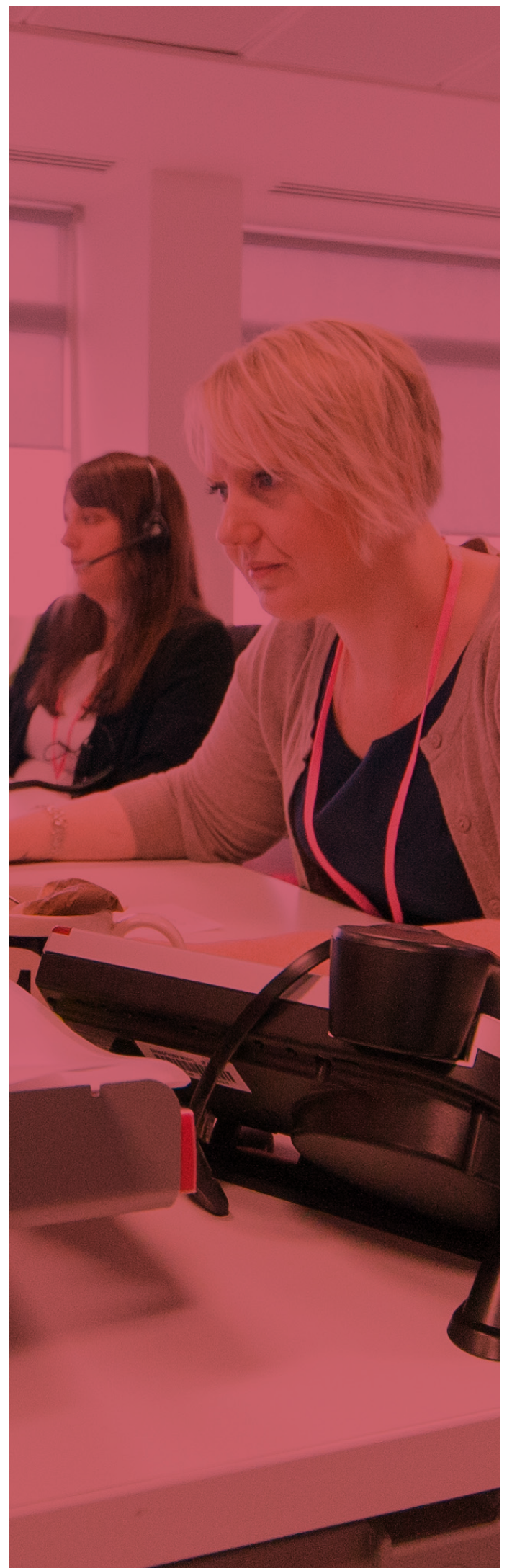
Stage 3 Testing - We provided Red Bull with a URL to test compatibility with their systems ensuring that variations in hardware, software, web browser and operating systems across their business were accommodated. We tested phone call and email routing to the designated offline travel team and also tested their reporting by generating a test output report.

Stage 4 Deployment - 15 people including a mixture of bookers and self bookers used the live system for around two weeks. No changes were required as a result of the feedback Click received from Red Bull's users, which supports the importance of getting the right information needed from the end users from the outset.

Stage 5 Go live - This stage was supported with a very strong engagement plan that communicated the change internally, ensuring we won over travellers and bookers from the outset. We created all communications collaboratively, including email and printed material, with the aim of introducing the new service to all users, arranging a variety of WebEx training sessions and a pre recorded video.

Regarding the implementation period, David said, "I don't think I could come up with anything that we would have preferred Click to do differently. The attention to detail of Mary Joyce (Implementation Manager) and the team was outstanding from the outset. Implementations often rely on incorrect assumptions, whereas the Click team kept us on track from the start, making sure we knew exactly what was needed at every stage. It was a very clear way of working."

Working with a dedicated team who provided advice, support and expertise allowed Red Bull to get to grips with Click's unique proprietary booking tool quickly, easily and with the minimum of fuss.



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Our users love the simplicity of Click's online booking tool. I'm really impressed with the visibility it gives us and the ability to control aspects of travel management that have been difficult to deal with in the past.

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When you get to deal with people who are professional and have clear expertise, you tend to find that the whole process has a better rapport to it. With Click, there was a reciprocity and a willingness there, the team wanted to help us and we wanted to help them. Everything was really clear with Click.”

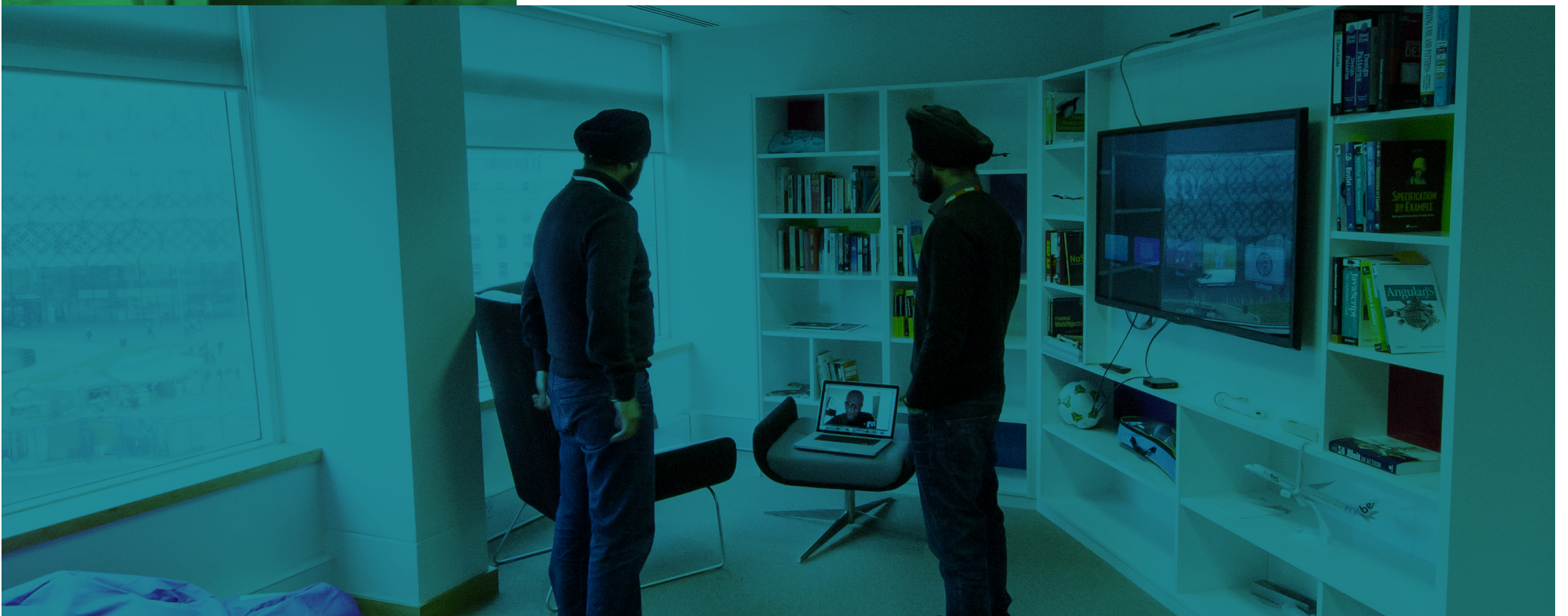
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Mary Joyce, Implementation Manager, commented, “As organisations we share a lot of common goals and that really came across when we worked together as a team. It’s been a great collaboration to work on and it’s brilliant to see the difference our solution is already making to the people at Red Bull.”

LESSON LEARNT

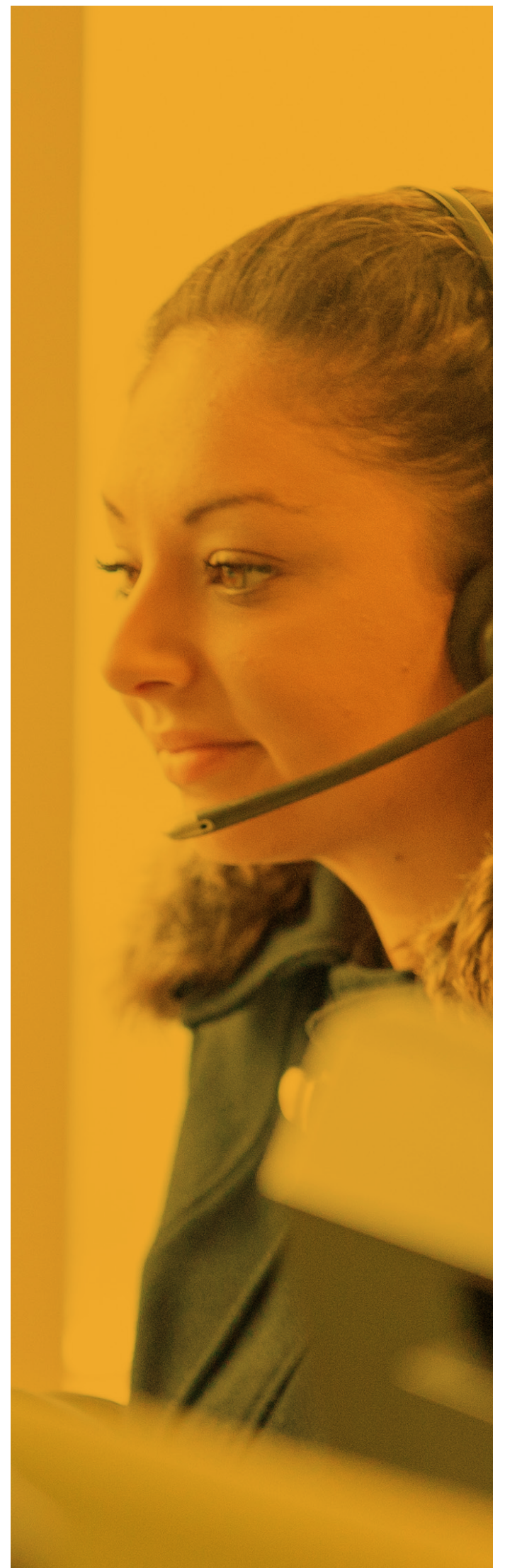
A critical step within our 6 step customer centric implementation plan includes Stage 6 Debrief, which enables us to review feedback from the Implementation process and ensure everything is running smoothly.

Debrief also covers lessons learnt such that we can refine our processes to benefit future implementations and as a result 100% of implementations managed by our team in the last 12 months have been rated by our clients as either Excellent or Very Good, a consistent achievement that we are incredibly proud of and demonstrates our complete commitment to quality.



From our experience, the most successful and seamless implementations occur when our new clients are engaged and work in total partnership with us from the outset and throughout the entire process. Therefore, assigning the right resource from our clients is a critical factor. We therefore recommend clients assign the following potential resource:

- a project owner who is available to join weekly implementation meetings/ conference calls and will work with us to ensure that progress remains on track and all agreed time-scales are met. It's important to note that the project owner assigned must have the support and ability to engage other areas of the client's business into the project when required on an ad-hoc basis, for example, Finance, IT, HR, Marketing & Communications;
- key stakeholders within each relevant supporting function that can be assigned to the project on an ad-hoc basis to support specific discussions, for example Finance - invoicing set up, Marketing - communication strategy; whilst stakeholder input is key to the success of the project, it should definitely not be a huge impact on their individual resource.
- an executive sponsor to support and drive the change management internally -this ensures that staff are aware that the organisation is fully behind the decision, driving the change internally.





IMMEDIATE RESULTS

From a management point of view, the ability to get hold of key metrics and performance data, including cost breakdowns and analysis, was a must for Red Bull and it was something that Click provided immediately.

“The whole system is easier than any that we’ve used before because everything is done through Click. We know that with Click, everything is generated through the one platform, we just go onto the online booking tool and set up a report to easily see what we’re interested in.”

It was also of crucial importance to Red Bull that end users were happy with their new TMC and that travel bookings were easy to make when bookers were on the go. David explained the feedback he had received from within the organisation, “It’s been really good. We’ve gone out and sought feedback from some of our more challenging users that we knew of and we’ve asked them how they found Click’s online booking tool and they said, “Very simple. Very effective.” So, the comments coming back are very positive about the ease and the efficiency of the online booking tool.”

Indeed, since moving to Click in late 2014, the results have been outstanding, with one of Red Bull’s principal goals of driving bookings online a particular highlight. Using Click’s online booking tool, David has been able to see the organisation’s online booking percentage increase dramatically,

“We were able to download that information very quickly and I can see that we’re already at the 96% mark, which really is a great start.”

“

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LOOKING TO THE FUTURE

After a successful implementation, Red Bull are looking forward to the in depth management information that Click's online booking tool enables them to retrieve, as well as working with their Account Manager, Tracy Beer and the Click Travel account management team.

"The main objective would be to pull as much of the spend data as quickly as possible, to get some meaningful insight into what we could do better or differently. We've had that before, but we've always had to push and point people in certain directions, however we're really optimistic that Click will come to us with proactive ideas. We're looking forward to that high-intelligence analysis and pro-activity from a team that really knows travel."

David Oliver, Procurement Manager.



Tracy is an outstanding Account Manager, she consistently comes to us with proactive ideas and suggestions on how to improve our travel management strategy. She understands Red Bull's goals and our company culture, meaning that she provides expert and tailored recommendations every time.



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