

Case Study



ATS Euromaster

Client since: 2017

COMPANY TYPE

ATS Euromaster Ltd is part of the Euromaster Group.

It is the largest comprehensive tyre distributor supplying tyres for everything from cars and vans to trucks, coaches, forklifts, agricultural machinery and construction plant.

Established in Great Britain since 1965, ATS Euromaster has 2,600 people, more than 330 centres and over 700 vehicles to provide coverage nationwide.



Online booking is their strength but Click have the right people to back that up for a full service.

SARAH RANDLE

SENIOR BUYER

88%

ONLINE ADOPTION

SEAMLESS
IMPLEMENTATION



WHAT WAS NEEDED

- IMPROVED REPORTING
- EASY ACCESS TO TRAVEL BOOKING OPTIONS IN REMOTE AREAS
- HIGHER ONLINE ADOPTION

THE COMPANY

Far from being just a tyre specialist, ATS Euromaster also offers car and light commercial vehicle operators a full range of service, maintenance and repair (SMR) skills. ATS Euromaster was the first national tyre expert to be accredited by both SAFEContractor and the Contractors Health and Safety Scheme (CHAS). The company's technicians are among the most highly trained in the fast-fit industry.

THE CHALLENGE

Looking to procure a new TMC, ATS Euromaster went in search of strong reporting functionality and a durable

travel booking tool, which could withstand the range and volume of bookings the organisation required.

ATS Euromaster required a travel management process that facilitated both individual and group travel and accommodation, for their training operations across the UK. In addition to this, international operations required travel to remote locations, often not served by air travel.

With hopes of also gaining a stronger hold on its travel data, the procurement team went in search of a higher level of data itself as well as increased support from a TMC in breaking down, understanding and acting on said data.

THE JOURNEY

Moving from one TMC to another required a fine balance of change management, both from ATS Euromaster and from the newly appointed Click Travel. Adjustments towards new booking tools, behaviours and processes were introduced by Click's dedicated Implementation team, through our thorough Implementation process, where any niggles or concerns are resolved through open and proactive communication.



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SARAH RANDLE

SENIOR BUYER

ATS Euromaster's Sarah Randle, Senior Buyer notes.

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Following success with the pilot group, Click Travel rolled out video training of the booking tool to remaining users, to ensure their confidence in the new system. Despite concerns face to face training would be required, the video training was more than sufficient as users got exactly what they needed from the resource and then had it on hand to refer back to.

Prior apprehension regarding sufficient offline support during the Implementation period was promptly put to rest, as the Click Travel Reservations team were also on hand to assist both bookers and travellers from ATS Euromaster, as they got to know the system.

"Although we want the online adoption to increase, there are no concerns regarding bookings made offline, the team at Click have demonstrated their competence and willingness to assist. Online booking is their strength, but Click have the right people to back that up for a full service - particularly Justin on the travel team, he's fantastic! So helpful everytime we have any complex requirements"

added Sarah Randle.

THE RESULTS

Through working with Click Travel, ATS Euromaster have enjoyed success after success in streamlining their business travel. Using the online portal has allowed the organisation to channel all their bookings and amendments into one place, leading to easier and more efficient reporting.



During their first review meeting with Click Travel, the team at ATS Euromaster were pleased to see the 'unrivalled' travel data provided and proof of the ease with which their users had taken to the booking tool.

"They can see immediately what is in and out of policy so there is a level of driving bookers to go for the numerous in policy options"

Charlotte, Click's Account Manager for ATS Euromaster, was also able to report 88% online adoption and 80% policy compliance, thanks to the collaboration of both Click and the ATS Euromaster team. With plans in place for further efficiencies, the organisation are confident in their account management to continue their successful business travel programme.

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We are very happy with how Charlotte is managing our account and the prompt action she takes with the challenges we present. The portal is brilliant, we love it. We know we have made the right step from the outset and we haven't been disappointed

SARAH RANDLE

SENIOR BUYER



RESOURCES

To find out more about travel management, take advantage of our range of free resources. And subscribe to our industry-leading blog to be the first to hear about our next insight report and to keep up to date on all things business travel.

CASE STUDIES

Our detailed case studies will give you a great insight into what our customers think of working with Click Travel and the results they've achieved with us. Covering clients across various sectors, you can learn why Red Bull, RNIB, Whitbread and many more came on board with Click.



COMPREHENSIVE GUIDES

Our complimentary, in depth guides give you exclusive insider insight into specific areas of corporate travel management. From procurement best practice to implementation methods, our guides will have you in the know in no time.



INDUSTRY-LEADING BLOGS

With useful, spin-free advice and guidance on travel management, top travel tips for business travellers and all the latest updates from Click HQ, our range of blogs are perfect for anyone interested in the finer points of travel management or the wider world of travel.

GET IN TOUCH

If you have any questions about this report, your travel programme, travel management in general or Click Travel, we'd love to hear from you.

You can get in touch our friendly team on the number below, or just pop us an email and we'll get back to you straight away.

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