

# Case Study



## Guide Dogs

Client since: 2017

### **COMPANY TYPE**

Guide Dogs is a charity supporting blind and partially sighted people across the UK through the provision of guide dogs and mobility services as well as campaigning for the rights of those with visual impairment.



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**CHRIS MABBATT**

PROCUREMENT BUSINESS PARTNER  
AT GUIDE DOGS

97%

ONLINE ADOPTION

ENHANCED  
LEVEL OF  
REPORTING

IMPROVED  
EFFICIENCIES



## WHAT WAS NEEDED

- A more structured approach
- Management Information (MI)
- A streamlined bill back solution to support all travel spend

## THE CHALLENGE

Having never used a TMC before, Guide Dogs' mixed approach to booking and managing travel left them with no visibility of spend and a time-consuming expense claiming process.

With travel requirements involving transporting people and puppies by air and rail, both domestically and abroad, an inefficient booking process had developed involving travel suppliers and payment procedures. As employees were increasingly left out of pocket waiting for expenses to be paid, it became clear a more efficient process was required.

## THE JOURNEY

Being a charitable organisation, Guide Dogs found Click's ethos and values very appealing, recognising the consequent advantages both internally in Click's culture and externally with regards to our client retention. Chris Mabbatt, Procurement Business Partner at Guide Dogs, noted ***"It is clear to see that Click values its employees and this is reflected in the enthusiastic and responsive team they offer"***.

From the very beginning of the procurement process, Guide Dogs were pleased by the consistency they experienced with the Click Travel team. From Sales right the way through to Implementation, Account Management and beyond, the interim Financial Director commented ***"It was a smooth implementation and a pleasure to be involved with."***

The strength of Click Travel's booking tool, travel cloud, and it's aggregated content played a large part in the procurement decision for Guide Dogs. ***"It was also the best system accessibility wise which is very important to us"*** Chris Mabbatt commented.

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The support offered by the Implementation Team, a particularly crucial element for an organisation that was so new to using a TMC, enabled employees to feel confident in funnelling all their bookings through travel.cloud. Julia Sobetzko, Purchase Ledger and Finance System Manager, noted ***“I’ve never had to book travel before, but using the system was so easy, the whole process was really simple.”***

## THE RESULTS

Following their implementation onto travel.cloud, Guide Dogs have achieved 97% online adoption, no easy feat for an organisation so used to an inconsistent approach.

By streamlining their bookings with Click Travel, Guide Dogs have experienced efficiencies in a number of areas. Not only did they gain access to exclusive discounts on fares and hotel rates, but also eliminated the need for travellers to spend time claiming expenses so their staff could better allocate their time to directly supporting those who need them.

The reporting functionality of travel.cloud has finally enabled Guide Dogs to gain full visibility of MI, as well as the ability to put policy controls in place to monitor future bookings. Chris adds: ***“With real time, detailed management information and reporting options available within one easy-to-use portal we can make informed travel policy decisions and get the best possible rates.”***



In addition to the on-demand MI available, Bal, the Account Manager for Guide Dogs, has been on hand to set a precedent in travel reporting for the organisation and highlight areas they can make savings in the future. Chris noted ***“Bal is great; always ready to help and quick to respond to questions or feedback”.***

In the future, Bal hopes to work in collaboration with Guide Dogs to make Click’s booking tool even more accessible for their visually impaired users, for further ease of use and online adoption within the organisation.



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## 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.

Find out more:  
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