

# Case Study

## CÔTE BRASSERIE

### Côte Brasserie

Client since: 2016

#### **COMPANY TYPE**

With over 90 restaurants across the UK, Côte Brasserie is inspired by the brasseries of Paris, championing relaxed all-day dining and serving authentic French classics made from great quality, fresh ingredients.

98.8%

ONLINE ADOPTION

99%

POLICY COMPLIANCE

8%

AVERAGE DECREASE IN  
RAIL RATES



## WHAT WAS NEEDED

- A Consolidated booking process
- Control and visibility of spend
- Agreed corporate rates

## WHY CLICK

- Aggregated content
- Access to best rates
- Consolidated invoicing

## THE CHALLENGE

Côte Brasserie came to Click with a DIY approach to booking and managing business travel. Due to the project-based nature of opening up new restaurants, the organisation regularly booked large volumes of rail and hotel accommodation in the UK, particularly in and around London and the South as well reaching north up to Wales and Scotland.

With the growth in number of restaurants, so did the requirement for a more organised travel process, as lack of visibility both of spend and traveller location was causing concerns. Area Managers' rail and hotel bookings needed to be quicker and more streamlined, and Côte wanted to be sure they were getting the best rates possible.

## THE JOURNEY

Initially sceptical of allowing self-booking for its users, Côte Brasserie worked with Click to trial a pilot user on the booking tool, drawing together travel content from a number of sources, including direct from Travelodge and Premier Inn, along with regular accommodation choices for Côte Brasserie

The pilot user was assured Click's booking tool was designed with everything their travellers would need to make the right choice in booking for themselves, allowing Côte to gain confidence in both the usability of the tool and the full array of content and guidance available.

Consequently, following a review with Account Manager, Kelly, Côte Brasserie took the decision to roll out the use of the tool to their Area Managers, to book their own travel.



We know we're getting the best rates with Click, the care they put into RFPs is invaluable

**NICOLA SMALE**  
GROUP HEAD OF GUEST RELATIONS

## THE RESULTS

Côte Brasserie have continued to see the benefits of allowing this autonomy amongst its business travellers, as Kelly from Click was pleased to highlight their average bookings rates were well within their budget, their policy compliance is at a firm 99% and online adoption is 99.8%. Bookers took to the tool almost immediately, and naturally tended towards in policy options, due to the vast selection of booking options available.

As well as making full use of Click's aggregated content, Côte Brasserie have utilised Click Travel to acquire corporate accommodation rates at their highest volume locations, leading them to be number 1 on Click's hotel index inside London (based on companies with similar room nights). Following each review meeting, Account Manager Kelly also takes a list of all the new restaurant locations opening up and conducts RFPs for each. Consequently, as the accommodation requirement in each new location arises, a competitive rate has already been secured for the employees to utilise straight away. This allows bookers to continue to book in policy and continue to spend travel budget efficiently, even as they move to new projects.

With regards to the organisation's rail bookings, Côte Brasserie have seen a change in booker behaviour since working with Click towards more efficient ticket choices, as guided by the booking tool.



This has produced an 8% decrease in average rail rates year on year for Côte Brasserie, despite average industry prices increasing annually. Other such savings have been highlighted by Kelly, the Account Manager, with a view to guiding future booker behaviour for even more efficiencies going forward.

Outside of financial benefits, Côte Brasserie have found peace of mind in the visibility provided by Clicks booking tool, which has allowed them access to real time data and reports of their travel operations, as well as an increased level of care for their employees as they travel.

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The review meetings are so useful - always informative and give us a level of insight we never had before

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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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