

# Case Study



**Dŵr Cymru**  
**Welsh Water**

Welsh Water

Client since: 2012

## **COMPANY TYPE**

Welsh Water is the sixth largest of the ten regulated water and sewerage companies in England and Wales. Responsible for providing over three million people with a continuous, high-quality supply of drinking water and for taking away, treating and properly disposing of the wastewater that is produced, they are fully committed to delivering best quality service at least possible cost.



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**LISA DAVIES**

HEAD BOOKER  
AT WELSH WATER

**94%**

ONLINE ADOPTION

**£76k**

SUGGESTED SAVINGS

**96%**

POLICY COMPLIANCE



## WHAT WAS NEEDED

- Visibility of spend & booking behaviour
- Reliable offline support
- A structured approach to hotel booking

## WHY CLICK?

- Expertise in hotel RFPs
- Strength in online booking tool

## THE CHALLENGE

Always striving for the benefit of its customers, Welsh Water has always pushed for new ways to improve their own financial and operational efficiency.

The organisation recognised that travel was an area of their operations causing unnecessary time and expense to the workload of numerous departments, and so sought to align it with their operational values. Being an organisation keen to operate in an environmentally friendly way, Welsh Water's travel requirements comprised primarily of hotel and rail bookings, of which rail accounted for 71%. Welsh Water's operations serve 1.4 million homes and

businesses across Wales, so large volumes of hotel accommodation are required near to the sites they serve as well as their operations in London.

This presented an opportunity for securing corporate rates and building a more efficient hotel programme, particularly as hotel suppliers themselves began to approach the organisation to secure their business.

## THE JOURNEY

Welsh Water appointed Click Travel as their travel management provider in 2012, having been impressed with the strength of the online tool and encouraged by the wealth of knowledge and support available in the offline reservations team.

The task of rolling out the booking tool to Welsh Water's 2000 bookers required the guidance of Click's 6 step implementation process. This eases the bookers and travellers onto the system, ensuring users are confident in channelling all their travel bookings through one tool, as opposed to the various methods they used to book previously.

Once on the system, bookers are supported by Click Travel's offline team, who are there to assist with more complex bookings, amendments or



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cancellations. Click Travel then set about a hotel RFP, securing competitive rates in Welsh Water's highest volume locations; Cardiff, Swansea and London. With a minimum 1500 nights a year in Cardiff alone, the organisation required a clear and structured hotel policy to ensure their bookers could make effective booking decisions autonomously.

At their first review meeting, Welsh Water gained full visibility of their travel spend and behaviour, which had previously been unavailable to them. This brought to light the fact that their travel spend was, in fact, a lot larger than they had thought, due to the scattered nature of their previous travel booking and expensing process.

Following this discovery, Welsh Water worked with their account manager to identify areas where savings and efficiencies could be achieved in the future, with particular potential in their hotel bookings, due to its large volume.

## THE RESULTS

**Account management** - Since appointment in 2012, Welsh Water has continued to book channel all their travel bookings through Click Travel, thanks to the relationship they developed with their account manager, Bal. At their most recent review meeting, Bal was able to identify a further £76,000 potential savings based on actionable recommendations in the organisation's travel booking. Bal immersed herself in the values and travel requirements of the organisation, allowing her to nurture the account with an in-depth understanding of their priorities. *"The review packs are perfect, they communicate exactly what we need to know and the plan going forward,"* stated Chris Wilson, Head of Facilities Management at Welsh Water. *"We can just take them and present them to others within the organisation to help us drive change from the inside".* These changes have included guiding booker behaviour towards increased lead times, now achieving an average rail lead time of an impressive 12 days.

In between quarterly reviews with Click Travel, the team at Welsh Water make full use of the on-demand data and reporting available to them, so as to monitor their booker behaviour on an ongoing basis. *'It's always there to hand when we need it, it's invaluable',* Chris Wilson.

**Adoption & savings** - Welsh Water's bookers now have years of experience with Click's booking tool and procedures, so are highly competent in online booking and achieved an online adoption of 94% in the first half



of 2018. During this time, Welsh Water achieved a saving of over £9000 through reductions in average hotel and rail fares.

**Hotels RFP** - Click Travel complete an annual RFP for Welsh Water's corporate hotel rates, securing competitive rates year on year. The organisation have rate caps in place for inside and outside London, but with access to Click's aggregated travel content, Welsh Water users book rooms at an average £25 under their rate caps. Being such a large booker of room nights in Wales, hotels regularly reach out to Welsh Water in an attempt to secure a corporate rate agreement. Outside of their annual RFP, Click Travel also manage the opportunities for hotel rates as they arise so Welsh Water can be safe in the knowledge they are always getting the best rate available.

**Policy & compliance** - Travel policy and compliance is the next key focus for Welsh Water. With a steady compliance rate of 96% so far this year, the organisation will now work with their account manager to drill down into booker behaviour and identify areas for future savings. Due to the changing nature of operations for all organisations, Click Travel account managers regularly review customer travel policies to ensure they are still fit for purpose and are guiding booker behaviour as efficiently as possible.

**MICE** - Thanks to their continued success in their travel bookings, Welsh Water has now also taken to channelling their meetings and events booking through Click Travel. Account manager, Bal, is excited to nurture this relationship to increase efficiencies further; *"Welsh Water is a not-for-profit so we need to do everything we can to ensure they carry out the important work they do as smoothly and efficiently as possible. With the savings we have produced in the past, I am confident we can continue to aid their efficiency with our expertise and support."*



## 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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