

# Case Study



## HomeServe

Client since: 2016

### **COMPANY TYPE**

As one of the UK's leading home assistance providers, over two million UK Customers place their trust in HomeServe Membership and turn to them when it comes to fixing, maintaining and looking after their home.

For more than 21 years they have delivered a range of services, including plumbing, drainage, electrics, heating and much more, through their nationwide network of approved engineers.



Click Travel have provided us with the all the resources we need to achieve our objectives while giving our staff the autonomy to make their own decisions about travel bookings

### **TIM WARNER**

DIRECTOR OF PROCUREMENT  
AT HOMESERVE

**98%**

ONLINE ADOPTION

**£107k**

ANNUAL SAVINGS

**17%**

REDUCTION IN  
SPEND YOY



## WHAT WAS NEEDED

- MI & visibility
- Expert account management advice
- Higher online adoption

## WHY CLICK?

- Proactive AM
- Inbuilt controls in booking tool
- Aggregated content

## THE CHALLENGE

Serving customers throughout the UK, as well as international operations in Spain and the US, HomeServe employees travel regularly to fulfil their role in keeping customers' home up and running.

In 2016 when the organisation looked to move TMC, they appointed Click Travel with a view to gaining visibility of their travel spend and habits, and identify areas in which they could make savings going

forward. HomeServe's travel requirements are largely made up of hotel bookings, around the UK and near their bases in Madrid and New York. They have over 3500 employees involved in travel across the group and were keen to aggregate and streamline these users with a single booking tool.

## THE JOURNEY

Having gained visibility with Click Travel's comprehensive management information (MI) and consulted with their dedicated account manager, HomeServe were able to identify and analyse their biggest areas of travel spend. Amongst other things, this highlighted the volume of Anytime Return rail bookings being made by staff, accounting for a large amount of unnecessary travel spend. A quick win for HomeServe, they addressed this with a change to their travel policy, rendering their travel spend instantly more efficient.

Following deeper analysis of their MI with the suggestion from their Account Manager, HomeServe decided to take a more far-reaching approach to making savings on their travel. In May 2018 the organisation implemented a month-long drive to

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I'm really happy that June is still showing a significant year on year reduction in spend!

**TIM WARNER**

DIRECTOR OF PROCUREMENT  
AT HOMESERVE

eliminate 'non-essential travel' bookings with a view to transforming employee perceptions of how and where they travel for work and the cost it has on the business.

This initiative was driven internally, extending to all employee involved in travelling or booking travel in their role. The team at HomeServe were keen not to restrict their travel policy further to achieve these savings, and so used the month as a trial to see what savings could be achieved simply by encouraging smarter booking.

## THE RESULTS

The 'non-essential travel' initiative resulted in a 46% reduction in overall travel spend compared to May the previous year, an outstanding achievement for HomeServe and its users. Better yet, the organisation saw an 18% reduction in travel spend for June, following the end of the initiative.

A greater awareness amongst employees for the cost of their travel was successfully generated through the initiative, with encouraging signs that the short-term savings made can be maintained in the years to come.

Small changes to booker behaviour can have a large bearing on travel spend, as HomeServe have also seen following their 13% year on year reductions in Anytime Return rail tickets and 19% year on year increase in advance rail purchases.

Aside from their recent initiative, HomeServe have also accomplished company objectives in other areas, thanks to working with Click Travel. Their online adoption has shot up to 94%, up from 38% with their



previous TMC, as their users have taken naturally to Click's intuitive travel booking tool.

HomeServe's account manager, Bal, completes an annual RFP for the organisation's hotel bookings, in line with their evolving volume and location requirements. HomeServe now achieve an average of 53% of their hotel bookings on rates agreed by Click Travel, further aiding their drive to reduce travel spend.

Bal also completes quarterly travel reviews for HomeServe, highlighting areas for savings in the future. In their most recent review meeting, Bal was able to identify over £74,000 of potential savings for the organisation, which she will work with them to achieve over the next year.



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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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