

▶ The Guide to Business Travel Management

| CARLSON WAGONLIT TRAVEL UK & IRELAND



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▶ This is business travel management

YOU KNOW THAT YOUR EMPLOYEES TRAVEL FOR THE BENEFIT OF YOUR BUSINESS, BUT ARE YOU GETTING THE MOST OUT OF YOUR TRAVEL BUDGET?

Business travel is much more than making reservations. This guide explains how a managed business travel programme works and the right questions to ask. Right now, do you know:

- ▶ How much time your staff devote to searching online for the best rates?
- ▶ If you are getting the best price?
- ▶ Which travellers spend the most?
- ▶ If you earn some kind of reward for loyalty when travellers typically stay at a certain hotel or fly a particular airline?
- ▶ If you are prepared for travel-related emergencies?
- ▶ How to improve environmental responsibility relating to travel?

A managed travel programme means having the answers to these questions and then using that information to create guidelines so that the company saves time and money.

To become proactive in the handling of business travel, companies often look to a travel management company, or TMC, to guide them. Booking all aspects of business travel – air, hotel, rail and car hire as well as any meetings and events – through one supplier, such as a TMC, saves time and money by consolidating your purchasing power in a one-stop shop.

▶ We are Carlson Wagonlit Travel



At Carlson Wagonlit Travel (CWT) UK, we believe in working with companies to find the right approach to manage their business travel. Just as no two trips are the same, neither are the companies or industries that we represent. We are passionate about giving flexible and friendly service and are proud of our high levels of customer satisfaction.

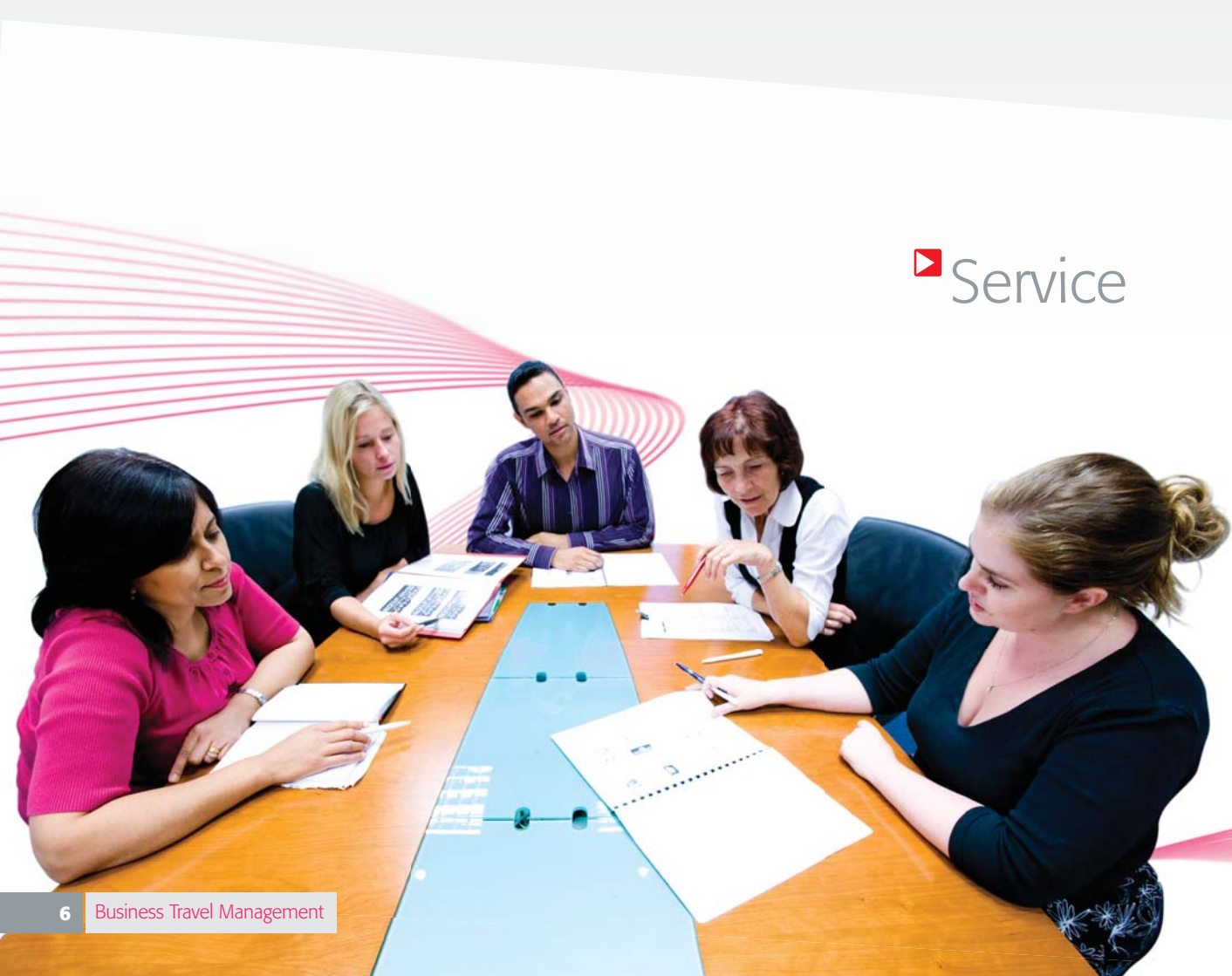
CWT has served the UK market for more than 15 years and currently has more than 1,200 employees across 40 locations, serving companies of all shapes and sizes.

We are particularly proud of our:

- ▶ Knowledgeable, friendly staff
- ▶ Consistent delivery of high-quality, flexible service
- ▶ Purchasing power
- ▶ Innovative use of technology
- ▶ World-class reputation

If you would like to know more, whether it's the first step in creating a managed travel programme or taking your current programme to the next level, please read on and contact us at CWT.





▶ Service

No matter your requirements, CWT can help identify and implement solutions that increase savings and enhance services to meet your travellers' needs.

CWT works with each company to determine the best service configuration for them, whether it is an online booking tool, a small dedicated travel team or a combination of the two. Don't just take our word for it. Here are some recent client comments:

"I find all your staff very professional and extremely prompt on requests for travel information."

"Since using CWT, I have had excellent service and speedy turnaround on enquiries - it has been fantastic."

"Your service has been outstanding on every single occasion, and in many instances, you went above and beyond the call to help me. I greatly appreciate the fine job you do."

We also realise that travel doesn't only happen between the convenient hours of 9 to 5 and that things don't always go as planned. CWT offers an Emergency Service Centre to help clients handle the unexpected. See page 18 for more information.

At CWT, we offer the following services to save clients time and money:

- ▶ Destination information, including visa requirements
- ▶ Visa processing
- ▶ Exchange of foreign currency
- ▶ Discounted airport parking
- ▶ Group bookings
- ▶ Help creating, or increasing compliance to, a travel policy
- ▶ Organising meetings and events

▶ Savings

The first step to savings is having an accurate picture of your company's travel data, such as how many times a specific route is travelled or the number of hotel nights booked. The more accurate your estimates, the more savings that could be achieved.

A travel management company (TMC) provides savings to its clients in a variety of ways. One of the primary benefits of using a TMC is the deals it negotiates with industry suppliers: airlines, hotels, rail providers and car hire companies. CWT books more travel than any other TMC and uses this buying power to secure the best possible rates, which are then available for all our clients. For example:

- ▶ CWT has a portfolio of more than 175,000 hotels worldwide, so companies can often benefit from special CWT preferred rates – up to 40% lower than published rates.
- ▶ CWT Fares on flights can bring a significant discount when compared to published fares. On the London to New York route, for example, using the CWT Fare can save £185 on economy class and £1,941 on business class¹.

In addition to its own supplier-negotiated rates, CWT can also negotiate deals with specific suppliers on behalf of its client. If you find that your travellers are booking flights repeatedly to the same cities, it may be beneficial to negotiate a deal directly with that supplier. In addition, if incidental charges such as breakfast or internet charges are important to you, CWT can negotiate that they be included in the cost of your hotel stay.

Another area of savings where CWT can help is implementing a travel policy, taking into account the company's culture. A travel policy is simply giving employees guidelines for booking travel. Setting the policy - and getting employees to stick to it - could save the company an average of 20%².

¹ As compared for travel on 25 January 2010.

² These statistics were published in *Playing by the Rules: Optimising Travel Policy and Compliance*, a report from CWT's Travel Management Institute.

“ We constantly benchmark our rates and negotiate with suppliers so that our clients are confident that they are always getting the best deals available.”

Aubrey King,
Supplier Management Director



Account Management



CWT has a flexible approach to account management. Some companies value ongoing and dedicated support from an account manager to make the most of their travel budget and uncover new areas for savings. Others need ad hoc support on individual projects, be it designing a hotel policy or negotiating with airline suppliers.

Whatever the level of service you require, CWT provides a proactive approach with the most knowledgeable experts in travel management.

An account manager will work hand-in-hand with you to ensure your travel programme achieves the desired results, analysing travel patterns and identifying ways to achieve cost

savings. Periodic review meetings can be arranged to monitor progress and set new targets.

Companies' travel programmes vary as much as the companies themselves, so CWT uses its experience and innovative tools to tailor its service to meet individual client requirements. CWT assists clients that are looking for the most cost-effective account management solutions with a choice of three, easy-to-understand service packages, including flexible additional services available as needed.

Contact CWT to find out which level of service would best fit your company's travel management goals.

“Having a partnership with my client - demonstrating cost savings while meeting expectations and adding value - is the most rewarding part of my job.”

Suzanne Bell,
Programme Manager

People

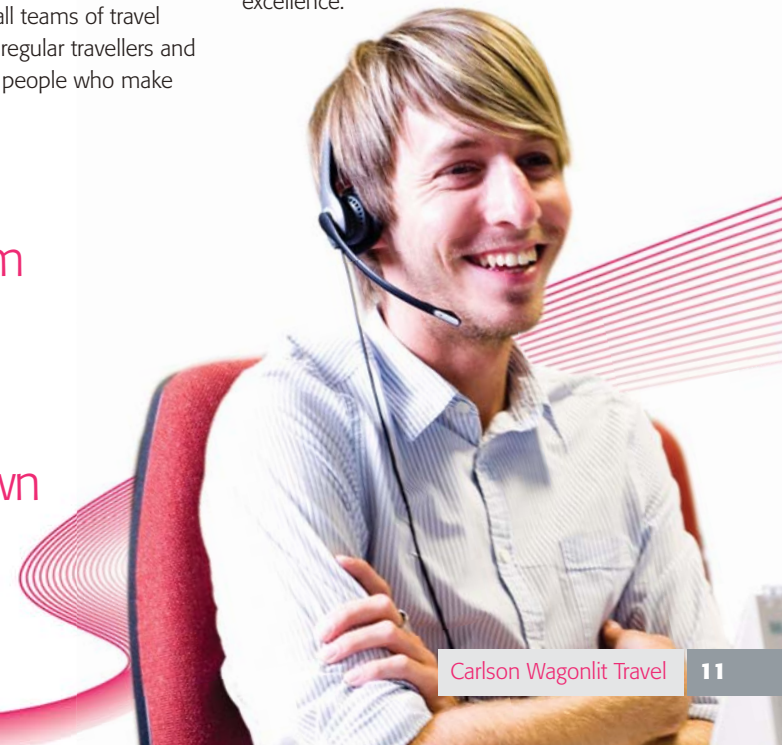
At CWT, we believe in supporting the people who support your business. After all, the better your travel management company understands your business, the better service they will deliver.

Working with companies of all shapes and sizes, CWT uses small teams of travel consultants in order that regular travellers and bookers get to know the people who make their bookings.

“I have been making reservations for the same client for two years - I am able to remind them of the details of their travel policy and pre-empt their needs, but more than that I enjoy talking to their bookers as I have known them for so long.”

Mark Broadbank,
CWT Travel Consultant

CWT has developed award-winning training programmes for staff to ensure that their knowledge and customer service leads the way in the industry. Recognition programmes have been specifically designed to reward consultants and create a culture of service excellence.





Technology

At CWT we continually innovate to create the right tools and technology to help our clients. Management information (MI) data is crucial in building a successful travel programme. The first step is understanding how much your company spends and where.

CWT PROGRAMME MANAGEMENT CENTRE (PMC)

Every CWT client has access to this online, award-winning* tool that allows a high level of reporting on travel bookings. With one quick glance, you can see data such as amount spent on air tickets, hotels, trains, etc. By creating benchmarks, you can easily track your travel spend and identify opportunities for savings.

CWT also has tools to help manage your traveller profiles and provide a central place for travellers to see alerts, itineraries and travel policy reminders.

CWT PORTRAIT

A web-based tool that securely stores traveller information as well as travel preferences to ensure accurate and timely bookings.

CWT PORTAL

This is the online gateway to research and book travel as well as stay informed on the road. Here you have access to itineraries, alerts and much more.

CWT also offers a full range of safety and security services.

CWT GUARDIAN

A suite of products providing destination intelligence, travel alerts and incident reporting to keep companies and their travellers informed of potential and actual risks before, during and after a business trip. By providing such information, *CWT Guardian* also facilitates decision-making and helps clients better manage security issues.

For more information, visit our website or contact a member of our team.

* Business Travel Show Innovation Award 2008

▶ Online Booking Tools

One of the most significant ways companies can drive compliance to a travel policy and achieve maximum savings is by using an online booking tool. Why?

- ▶ Travel bookers save precious time searching travel websites when they know the best rates will always be found in the same place – through their online booking tool
- ▶ Transaction fees can be lower than calling travel consultants to arrange bookings
- ▶ An online booking tool gives a company greater control as it can be modified to meet your travel policy while empowering your travellers by allowing them to see all available fares

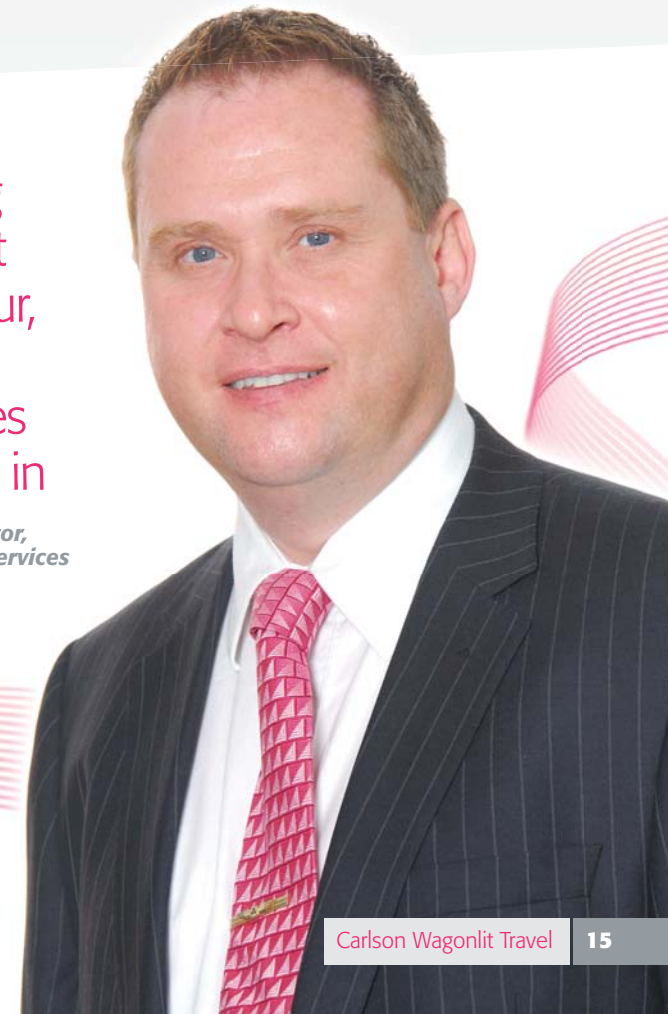
CWT has recently launched its own booking tool, *CWT Connect Now*, an easy to use and cost-effective online booking tool that can be up and running for your travellers in just 48 hours. Contact CWT for more information.

CWT also works with all major online booking tools including E-Travel, GetThere, Cliqbook, Traveldoo and KDS, and can help you select the right one to meet your company's objectives.

Once a tool is chosen, CWT will help you configure and implement the tool and has significant experience helping clients rapidly drive online adoption amongst its users. CWT will also be there for continued support and maintenance. Behind the scenes, a CWT dedicated fulfilment team will process your online bookings.

“ One of the benefits of implementing an online booking tool is the savings that it can achieve. Just through human behaviour, travellers tend to select the lower-priced alternative when they see a variety of prices on their screen. This ‘visual guilt’ can result in savings of up to 15%. ”

**John Nixon, Senior Director,
Traveller & Transaction Services**





“The CWT M&E team understands that clients need to get the most out of every event. That’s why we provide the creativity and return on investment for each product launch, sales meeting or conference that we produce.”

*Ben Hoeksma,
Business Development Manager*

▶ Meetings & Events

Considering your meetings and events expenditure as part of your managed travel programme may not seem obvious at first, but if you look closely at how much your company spends on events - such as internal meetings, training and larger gatherings - areas for savings can be quickly identified. Any off-site meeting, staff incentive, conference or event incurs the cost of the venue, sometimes in addition to catering, audio-visual production, name badges, and all the little details in between.

A travel management company that books meetings and events (M&E) will use its relationships with hotel suppliers to secure

preferred rates on venues and its buying power to negotiate with other third parties.

CWT can also:

- ▶ Find unique, little-known venues for more creative events
- ▶ Suggest ideas for giving events bigger impact
- ▶ Organise guest lists, name badges, invitations and feedback forms

The CWT M&E team has a broad range of experience – whether it is arranging a meeting room for five people or a large-scale event for thousands.

*If you have a meeting or event that CWT could help you with, please contact our M&E team.
T: +44 (0) 20 3353 0274 | E: events@carlsonwagonlit.co.uk | www.cwtmeetingsandevents.co.uk*

CWT
Meetings&Events

▣ Safety and Security

In order to be considered responsible in terms of travel, an organisation must act dutifully towards both the environment and the employees who are travelling for business.

Imagine this scenario: An employee is meeting with a client overseas when an unforeseen storm hits, and all flights are cancelled. The employee has no way home and no additional nights booked at the hotel and the employee's boss doesn't even know that the traveller is stranded.

A travel management company should be able to give clients peace of mind by enabling them to immediately find their employees and to instantly arrange new travel plans.

CWT help is on hand 24 hours a day, 365 days a year through our Emergency Service Centre, to track travellers and make new travel arrangements as appropriate. This group of specialist travel consultants is based at London Heathrow and offers multi-lingual service with the ability to immediately review and amend travel bookings.

CWT can work with its clients to:

- ▣ Minimise travel risk by providing destination intelligence
- ▣ Provide a web-based means of locating travellers
- ▣ Give travellers access to 24-hour emergency services
- ▣ Define a formal travel risk management policy which establishes a proactive situation- and action-based incident management response process

“ A travel-related emergency can happen anywhere and at anytime. My team works with clients whose travellers find themselves in a difficult situation and helps to make new travel arrangements as quickly as possible. ”

Trevor Greenaway,
Director, Emergency Service Centre





“Our goal is to continuously improve CWT’s own environmental performance while providing tools and support to clients looking to do the same.”

Sandy Moring,
Senior Director, Public Sector and Sustainability

▶ Environment

As more companies seek ways to reduce their impact on the environment without eliminating essential travel, many travel management companies have increased their support in helping companies achieve this.

CWT enables companies to make well-informed decisions that may reduce carbon emissions and environmental impact by providing a number of tools.

Part of *CWT Sustainable Solutions*, CWT’s Carbon Calculator is an easy way to see the emissions of a proposed trip. If there is another route or mode of transport that will be less harmful, (i.e. taking the train from London

to Paris instead of flying) it will be suggested for comparison.

Companies can also track their carbon emissions and benchmark their travel programme’s environmental impact. Travel managers can take further advantage of this knowledge by offsetting their carbon emissions.

CWT also has solutions in paper reduction, which can quickly add up when issuing numerous travel itineraries and tickets. A focus to increase the use of electronic billing, enhanced e-itineraries and EDI billing has resulted in 98% of clients adopting this paperless approach.



The Institute of Travel and Meetings awarded its first three annual ICARUS Environmental Awards to CWT for Best Agency.

► Implementation



The time it takes to start working with a new travel management company varies according to the services you need and the complexity of your travel policy.

A client could be up and running in as little as 48 hours if using a CWT self-booking tool with a simple travel policy.

Building traveller profiles (recording traveller data, preferences, etc) and assigning a

dedicated team to handle telephone reservations will take a little longer.

We will work with you hand-in-hand to make the transition as easy as possible.

Contact CWT to determine how quickly we can set up your account and get your travellers moving.

“ I help new clients get their relationship with CWT smoothly up and running. If a client is going to make bookings by telephone, I make sure that their dedicated team is well acquainted with the client's corporate culture so that they're best placed to make the new way of doing things easy and clear. ”

Kevin Petre,
Project Manager

► Next steps

If you think working with CWT could save your business time and money then start by gathering the details of your current travel spend and patterns and let's start talking.

More questions? Please get in touch and we'll help you answer them.

