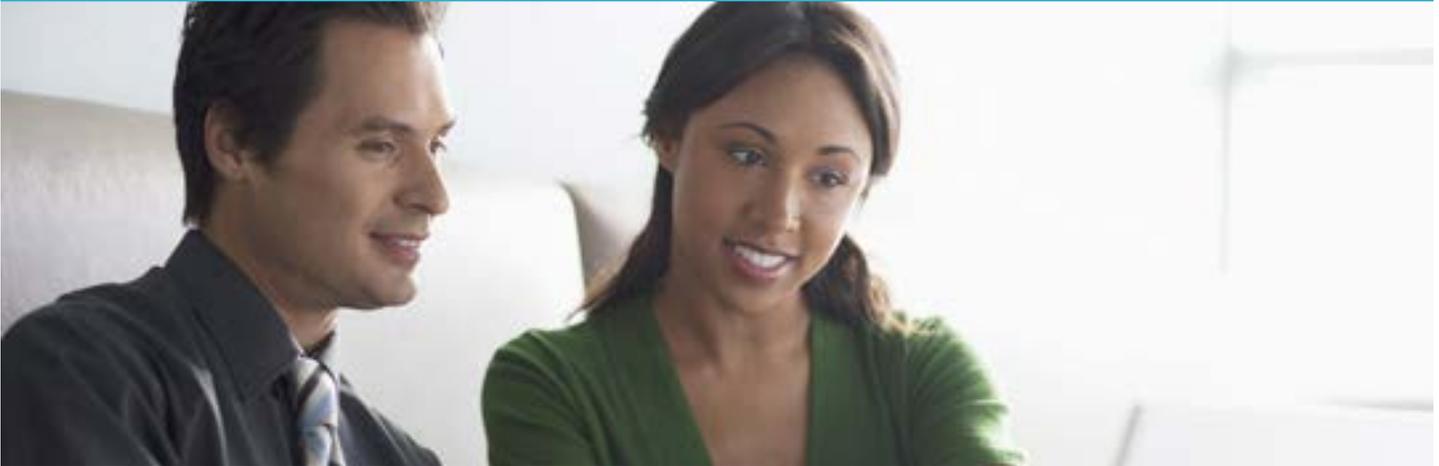


Financial Services Leader Scotiabank Reduces Annual Travel Spend by more than \$175K with Modern Booking Solutions from Egencia



Moves Employees to Book Business Trips Online and to Act on Unused Airline Tickets Before Expiry

Background

Headquartered in Toronto, Scotiabank stands as Canada's third largest bank and multinational financial services provider. Since its founding in 1832, Scotiabank has expanded its global reach with more than 81,000 employees, servicing 19 million customers in 55 countries around the world.

Scotiabank's 6,500 travellers frequent many international destinations as well as domestic Canadian office locations, other business interests and industry-related conferences. Scotiabank also has an active community of 300-400 travel arrangers and an overall estimated air spend of \$10 million.

The Challenge

In 2010, Scotiabank set out to gain deeper insight into its travel spend to better realize cost-saving opportunities. The company's travel goals included:

- Increase online adoption to reduce unnecessary agent assisted booking fees
- Improve ability to track and leverage unused tickets
- Secure dedicated account management support

The Results

- A 53 percent increase in online adoption resulting in an annual savings of \$153,000
- Reduced loss of revenue; realized \$25,000 savings from unused ticket in Q4 2012 – made possible from online reporting that vastly improved visibility and notification of upcoming unused ticket credits
- Strong Account Management support to help Scotiabank reach its travel program goals



Scotiabank's online travel booking rate has grown from 15 percent before Egencia to 68 percent in 2012—this 53 percent growth rate resulted in an annual savings of \$153,000 in agent-assisted fees for the company.

Leader and Change Agent

Annie Pappas has been with Scotiabank for 40 years and involved in the day-to-day functions of corporate travel for the past seven. As assistant manager of business travel, she serves as the primary contact for travellers and travel arrangers in the banking enterprise.

Right People + Technology = \$ Saved

Scotiabank sought a new travel management partner to help the company realize better cost-savings within its managed travel program. Specifically, Scotiabank wanted 1) deeper insight into unused ticket credits, 2) an efficient and easy-to-use online booking tool to drive down unnecessary agent assisted fees, and 3) a responsive account management team to support the program. After conducting an extensive RFP process, Scotiabank selected Egencia, the business travel division of the Expedia, Inc. group. Having a responsive Account Manager to support our travel program is a big value that Scotiabank gains from working with a modern travel management company like Egencia, says Annie.

Implementing Change to Drive Traveller Engagement

To roll-out its new online travel program, Scotiabank partnered with Egencia. The goal was to proactively minimize traveller resistance to change by launching in-person and online training programs on how to use Egencia, which has a familiar interface to travellers since it incorporates years of consumer travel booking experience from Egencia's parent company Expedia, Inc.

The training reinforced time-savings benefits to travellers and just how easy it is with Egencia to plan, book and manage travel that is in compliance with Scotiabank's new travel policy. The evolution to Egencia was a smooth transition overall for Scotiabank. Reluctant travellers will continue to benefit from additional knowledge, consistent coaching and reinforcement from Scotiabank's travel manager and arrangers.

Online Adoption Campaign

Moving to Egencia's familiar and intuitive booking tool helped Scotiabank increase online adoption from 15 percent to 68 percent. Annie partnered with David Reilly, Scotiabank's Account Manager at Egencia, to develop a strategy to increase online adoption even further. Special attention was paid to Scotiabank's travel arrangers, who book on behalf of hundreds of travellers. Together, they held several in-person meetings and one-on-one training sessions to increase arrangers' knowledge of Egencia and drive use.

To educate her travellers, Annie also used the Scotiabank intranet to post information about the corporate travel policy and compliance but quickly realized it was infrequently visited. As a solution, David suggested that they develop a quick reference guide and send it to anyone completing a new travel profile. This approach immediately helped drive new travellers to book online. Annie also helps new travellers "get on board" with Egencia by assisting them with completing their profile and their first booking.

Another impactful adoption tactic used

The Egencia Difference

- Global integrated technology
- Insights from business and leisure travel
- Unrivaled content
- Tailored, local service



I have experienced excellent customer service every time I interact with an Egencia agent regardless if I am calling on behalf of one of my travellers or I simply had a question.

*Annie Pappas,
Travel Manager*

by Scotiabank that has made an impression for travellers is a personalized audio message for those who call an Egencia travel consultant. It explains the price difference between booking online vs. with an agent and the cost-savings to the organization. This additional knowledge has helped Scotiabank travellers better understand the business benefit of booking travel online.

This focused effort helped bring online adoption up by 19 percent to 68 percent in one year, an amazing increase considering they were at 15 percent before Egencia.

Personalized Care

Scotiabank also leans on Egencia's customer service team of experienced travel consultants who provide travellers with 24/7 year-round assistance. Egencia Global Customer Service helps manage business travel challenges head on and ensures travellers get to where they need to be as easily and efficiently as possible.

Unused Tickets Present Savings Opportunity

Egencia's online reporting delivers real-time data with visibility that represents the latest travel business intelligence and provides Scotiabank with immediate insight into travel spend patterns. One report that Annie regularly turns to is the Unused Ticket Summary, which automatically tracks unused tickets for each traveller within their user account. A monthly review of Scotiabank's unused tickets ensures that travellers are reusing as many of them as possible. The report shows whether the inventory of unused tickets is increasing or decreasing, as well as the number and value of any unused tickets that have expired in the

past month—representing lost value to the company.

Aided by the reports, efforts to track unused tickets in the fourth quarter of 2012 alone resulted in a significant savings of \$25,000. To herald this collaborative achievement and encourage continued vigilance, a targeted communication was sent to all travellers reminding them of their unused ticket(s). Prior to Egencia technology, Scotiabank would have paid for this reporting, and direct outreach was not even an option. The ability to capture data for unused tickets has eliminated a relatively large burden for Annie, who was the go-to person when the rebooking process fell on her shoulders.

Smart Travel Choices

Egencia enabled Scotiabank to have access to Air Canada's full content. This was a game-changer for Scotiabank as Air Canada is a key preferred air partner. Enabling travellers to book Air Canada right on their Egencia site has also allowed Scotiabank to track their full spend in real-time.

Egencia's unused ticket reporting is wonderful. Our previous Travel Management Company charged an additional fee for this information. It was the responsibility of the traveller to track unused tickets and they often went unused. In addition to prompting the traveller in the booking path, Egencia also e-mails my traveller a reminder when an unused ticket credit is close to expiring. This has been so helpful in cutting costs.

*Annie Pappas,
Travel Manager*

About Scotiabank

Scotiabank is a leading multinational financial services provider and Canada's most international bank. Since welcoming its first customers in Halifax, Nova Scotia, in 1832, Scotiabank has continued to expand its global reach. Today, its team of more than 81,000 employees, Scotiabank and its affiliates offer a broad range of products and services, including personal, commercial, corporate, and investment banking, to over 19 million customers in more than 55 countries around the world. Its core purpose is to be the best at helping customers become financially better off by providing practical advice and relevant solutions. www.scotiabank.ca

About Egencia, an Expedia, Inc. company

Egencia is a leading full-service travel management company delivering innovative corporate travel solutions and expert local service to more than 10,000 clients in nearly 60 countries around the world. As part of the Expedia, Inc. group, (NASDAQ: EXPE), the world's largest travel marketplace, we provide forward-looking companies with the ability to drive compliance and cost savings in their travel programs, while meeting the needs and requirements of the modern business traveller.

Egencia's mission is to transform business travel by revolutionizing travel technology and service. The company is committed to doing so by making business travel better for everyone by building on the insights and innovations coming from clients, Expedia Inc. and its network of the best travel brands in the world. Egencia leverages this knowledge to delight travel managers, travel arrangers and business travellers. It is easy to plan, book and manage business travel with Egencia. For more information, please visit www.egencia.ca



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