



Deanne Pettit is the Operations Analyst for Florists Transworld Delivery's Mercury Technology Division. She has been responsible for her division's travel

program since 2004.

Florists Transworld Delivery, founded in 1910, is one of the largest floral companies in the world and is a leader in quality, artistry and dependability.

FTD's annual travel spend is approximately \$1.8 million - \$1.2 million in air spend, \$350,000 in car rental, and \$300,000 in hotel bookings.

Contact a Sales
Consultant today
1-866-328-0110



Best Practice Case Study

Making Travel Easier for FTD's Road Warriors

Deanne Pettit manages and reserves travel for 40 technology consultants at FTD who epitomize the definition of **'road warrior'** by traveling five days a week for most of the year. She has developed a unique travel program that allows FTD to **pay for the consultants' air, car and hotel expenses over 90 percent of the time**, which helps to keep the company's travel costs under control as well.

Taking FTD's Travel Program to the Next Level

When Deanne took over FTD's travel program in late 2004, the company had just begun to use Egencia™ as its new agency. She was responsible for reserving and managing travel for over 40 consultants who were constantly on the road. She said, "I realized that requiring our consultants to personally pay for and expense large portions of their travel costs was a lot to ask of them, and it was likely impacting their productivity."

In addition, FTD charged their customers a 'fixed rate' for travel-related expenses but there was no process in place to ensure the rate charged was sufficient to cover the average travel costs incurred.

Steps to Success

Set Up Traveler Profiles

As a first step, Deanne set up traveler accounts for each consultant and encouraged them to fill in all of their contact information and traveler preferences. When booking travel for them, she could now tailor each itinerary to reflect those preferences and when necessary, use their personal cards to reserve travel.

Set Policy Controls

Deanne set policy limits for air, car and hotel bookings within FTD's account to help control its average trip costs.

Enter Central Billing Card for Air and Hotel

To allow air, car and hotel expenses to be reserved and where possible, purchased using FTD's ghost card account, Deanne entered the card number into the **Central Billing section** of the company's Egencia™ account.

Identifying Travel Program Goals

FTD's top goals for managing travel costs were:

- Allow FTD to pay all of her consultants' air, car and hotel costs, so they could focus on serving FTD's customers, instead of worrying about when they'd be reimbursed.
- Better control and containment of FTD's average trip costs
- Increase the visibility of FTD's travel spend, to ensure the travel expense amount billed to customers was sufficient to cover their costs.

Set Up Direct Billing With Avis

As car expenses are typically charged at the end of the rental, Deanne set up a direct billing relationship with Avis. Any Avis car rental reservations made through FTD's Egencia account are billed directly to FTD and not the traveler.

Maximize Use of Egencia Rate Hotels

When booking accommodations, Deanne would chose **Egencia™ Preferred Rates** for two key reasons:

- Unlike typical hotel reservations, Egencia™ Rate hotels are fully charged to the credit card on the day of check-in, not at check-out. As a result, FTD can pay for the hotel costs using their ghost card account and not burden consultants.
- Deanne was more likely to find a quality hotel, within FTD's policy limit of \$90 per night by selecting an Egencia™ Rate hotel. These rates offer more savings as they are negotiated by Egencia™ using the combined purchasing power of more than 3,000 customers.

Allow Hotel Self-Booking

To help consultants who wanted to choose their own hotel accommodations, Deanne provided training on the online hotel booking process and showed them how to find the best in-policy hotel by leveraging features such as:

- Search by address
- Traveler reviews and ratings
- Virtual hotel tours and photos

Add Hotel Booking Reminder as a Broadcast Message

To remind consultants to choose an Egencia™ Rate hotel so they could charge the hotel reservation to FTD, Deanne added a Broadcast Message on the travel search pages of her Egencia account.

Purchase Air 21 Days in Advance

Travel plans for her consultants change frequently, but whenever possible, Deanne books their travel 21 days in advance to keep air expenses to a minimum.

Recapture Value of Unused Tickets

Deanne finds the unused air ticket reminders very helpful in maximizing her use of unused tickets. "At the first opportunity, I'll apply the unused ticket to a new purchase for that traveler," Deanne said.

Provide Monthly Spend Reports to Senior Management

At the beginning of each month, Deanne uses the online reports available to update her senior management regarding the average air, car and hotel expenses incurred per trip during the previous month.

The Post-Implementation Results

Since revising her program, Deanne has achieved the following results:

Over 90 percent Of Travel Is Paid for by FTD

With her central bill card, the Avis direct bill relationship and FTD's high use of Egencia™ Rate hotels, FTD is able to cover all air, hotel and car expenses for its 'road warrior' consultants over 99 percent of the time. According to Deanne, "Life on the road is much easier for them now that they only need to expense meals and incidental costs."

Pre-Paid Hotels Reserved in 88 Percent of Locations

By leveraging the vast Egencia™ Rate hotel program, Deanne and her consultants were able to find quality, pre-paid hotel options in over 88 percent of the 446 different locations they visited across the U.S. and Canada in 2007.

Consultants Are Highly Satisfied

FTD's consultants really appreciate the flexibility of being able to choose from the thousands of Egencia™ Rate hotels that fall within FTD's policy, without having to worry about expensing their accommodation costs.

Hotel Average Nightly Rate Just \$111

By increasing her use of Egencia™ Rate hotels from 50 percent of reservations in 2005 to 80 percent in 2007, Deanne has helped FTD pre-pay more of her consultants' hotel expenses, and the company's average nightly rate **increased by just \$3** over three years, while industry averages soared.

Missed Air Savings Just 7 percent of Total Air Spend

FTD's air purchases are now within **\$100 of the lowest logical fare 82 percent of the time** and its missed savings represent just 7 percent of its total air spend in 2007.

Improved Budgeting Of Travel Costs

FTD's senior management program is now able to better estimate future travel costs for their consulting engagements and ensure those costs are covered within their customer agreements.

Key Online Reports used by FTD

- **Air Bookings Summary**
To review average air ticket price
- **Hotel Bookings Summary**
To review average nightly rate
- **Car Bookings Summary**
To review average daily rate
- **Air Savings Detail**
Sort by Missed Savings to catch over expenditures

A Few Words of Advice from Deanne

What advice would you give to another Travel Manager in a similar situation?

"I take managing travel very personally. I listen to what our travelers have to say and try to put myself in their shoes. I book each trip individually and put a lot of thought into the planning. This gives the traveler less to worry about so they can concentrate on what they are actually there for. The tools that Egencia provides help me to take care of our employees and watch our expenses at the same time."

Contact a Sales
Consultant today
1-866-328-0110

