



Karen Servatius, Travel Manager, has over 23 years of experience in the travel industry as both an agent and a corporate travel manager. She has been responsible

for Logicalis' program since 1999, and oversees all corporate travel and meeting activities for the company.

Logicalis, is an international provider of high-performance IT integration solutions – delivering secure, converged computing and communications infrastructure and services. Logicalis is headquartered in Slough, UK and has locations in 9 countries and 46 offices worldwide.

Logicalis annual travel spend is approximately \$1.5 million - \$1.5 in air spend.

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Best Practice Case Study

Motivating and Managing Self-Booking Travelers

As Logicalis continued to grow rapidly year after year, Karen Servatius realized that her travel department could no longer handle all employee travel reservations for its employees in a cost-effective manner. By motivating Logicalis employees and putting the proper controls in place, she was able to implement a **successful self-booking program** that remains fully consolidated and in high compliance with the company's travel policies.

Taking Logicalis' Travel Program to the Next Level

To keep up with the growing demand for travel within Logicalis, Karen decided it was time to make employees responsible for booking their own travel. Previously, all travel reservations had been handled by her travel department, but the model was simply no longer sustainable.

She had already selected Egencia™ for the travel management company's ability to meet her key requirements and to focus on "providing us with new ideas on how to improve Logicalis' program."

It was now time to prepare for the program launch.

Logicalis' Traveler Profile Contest

Karen recognized that Logicalis would be at risk of having travelers book outside of their new designated agency, which would make controlling travel spend much more difficult. "The easier we could make it for employees to use Egencia right away, the less chance they would book elsewhere," says Karen. "That's why it was critical to have their traveler profiles already created and filled out with their credit card number, contact info, etc. before we launched our new program."

Identifying Travel Program Goals

Logicalis' top goals for managing travel costs were:

- Motivate travelers to participate in the new program
- Put the proper controls in place to ensure their travel choices complied with Logicalis' travel policy

If Logicalis achieved those two goals, Karen was confident the results would be overwhelmingly positive for the company.

She came up with the creative idea of **holding a contest** to encourage employees to complete their own profiles in advance of launch. She approached several preferred suppliers and was able to secure two first class tickets as a prize from one of her airline partners. With a prize like that, she knew she'd be able to motivate employees to participate in the contest.

Karen included three contest rules that would lead employees to build their profiles quickly and properly:

- Only the first 200 employees who created and completed their profiles would be eligible for the prize
- If a profile was created but not complete, the employee would be removed from the top 200 list and could only re-enter the list at the bottom after completing their profile. With the risk of the list filling up, employees were quick to fix their profiles once notified.
- The contest was just two weeks in duration.

It worked! Within just two hours of announcing the contest via e-mail, Karen had over 200 traveler profiles created with most of them fully completed. Within a week and half, over 400 of Logicalis' 600 employees had completed their profiles. According to Karen, the response was "even better than I could have hoped for."

As an unexpected benefit, Karen found that travelers were already familiar with the look and feel of the Egencia site when she and Erik Hill, her Egencia[™] Account Manager, began holding training sessions for employees.

Karen's travelers were fully onboard with the new program and were asking when they could start booking!

Steps to Success

When the travel department handled all travel bookings, Logicalis found it relatively easy to consolidate its travel spend with a single agency, while keeping its compliance high. To ensure travelers used Logicalis' new agency exclusively and booked within company policy, Karen put a few key controls in place before launch.

Spend Consolidation

To keep travel spend consolidated with Egencia, Logicalis' expense department now identifies any air, car or hotel purchases made outside of the agency account and forwards them to Karen. Karen then contacts both the traveler and his or her manager to discuss the reason for the purchase and remind them of the company policy.

Key Online Reports used by Logicalis

- **Air Bookings Detail**
Used frequently for accurate billing of client-related travel
- **Air Pre-Trip Detail**
To track recent purchases
- **Air In-Progress Detail**
Allows travel manager to see who's traveling and might be affected in adverse situations
- **Unused Tickets**
To identify expiring unused tickets and contact employees to encourage reuse

Policy Compliance

Karen set up the air, hotel and car policy controls within Egencia to match Logicalis' policy requirements. Out-of-policy options are clearly marked within the search results and travelers are made aware that both Karen and their manager receive immediate notification of any out-of-policy bookings that occur.

Communicating Policy Limits

To help travelers understand Logicalis' travel policy limits, **broadcast messages** were placed within the air, hotel and car booking sections of the company's account, specifying the relevant policy limits (e.g. maximum hotel rate of \$150). These messages help travelers to easily understand why certain travel options are flagged as out-of-policy.

The Post-Implementation Results

Since launching the new self-booking program, Karen has seen some dramatic results:

Significant Time Savings

"The 15-16 hour days are finally over", says Karen. Her travel department now has the time they need to focus on implementing new strategic cost-saving initiatives for Logicalis.

Online Adoption at 96.7 percent

While travelers have toll-free access to EgenciaTM Travel Consultants, it's clear that they rarely need to call. Online adoption was immediately above 90 percent and Logicalis has benefitted from the service-fee savings.

99 Percent Spend Consolidation

With their profiles already created, it was incredibly easy for travelers to participate in the new program. Now 99 percent of Logicalis' travel reservations are made using their Egencia account.

Policy Compliance Remains High

Since allowing self-booking, Karen has not seen a decline in policy compliance. Air, car and hotel compliance are all above 80 percent, with air compliance particularly high at 88 percent!

Spend Visibility Greatly increased

With the online reports available to her, Karen can now provide senior management with monthly breakdowns of company travel spend by division, within a day of month's end. In bad weather and emergency situations, she can immediately identify travelers at risk by using the in-progress reports.

"I am thrilled with our new travel program," says Karen. "With self-booking now in place, we can easily scale as Logicalis continues to expand and I can focus on delivering greater cost savings to the company."

A Few Words of Advice from Karen

"Give your employees plenty of advance notice regarding changes to your program. Have them create their profiles early to help them get familiar and excited with the new solution. It just makes your job that much easier when you launch."

Logicalis' Baseline Policy

Air

Class of Service	Domestic flights: Coach only International: Business class if duration exceeds 9 hours
Advance Purchase Settings	Not Enforced
Lowest Fare Tolerance	Up to \$100.00 more than lowest logical fare
Multiple Fare Policy	Travelers are allowed to chose refundable or higher class fares, as long as they are in policy
Web Fare	In policy
Reasonable Flight Parameters	+/- 120 minutes departure time window Up to 120 longer is reasonable Maximum of 1 connection

Hotel

Hotel Per Diems	Domestic = \$150 International = \$150 \$200 for New York City
Negotiated Rate Policy	Non-negotiated rates are in policy
Negotiated Rates	7 property-specific negotiated rates
Car	
Preferred Vendors	8 preferred vendors
Car Class Policy	Economy, Compact, Midsize are in policy
Car Search Results	Display rates from all vendors
Central Billing	
Card(s)	Central bill card provided for air purchases only

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