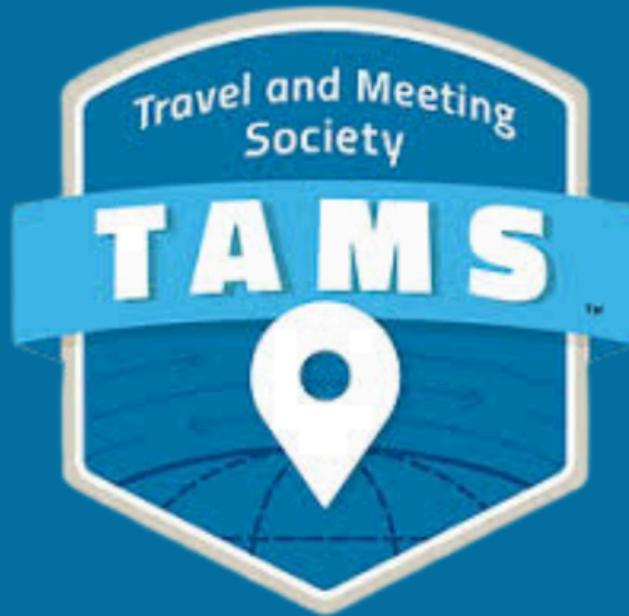




DIY PLAYBOOK

TRANSFORMING YOUR TRAVEL PROGRAM



"This playbook was thoughtfully crafted by the dedicated members of TAMS, drawing on their collective expertise to guide you in transforming your travel program."

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*THANK YOU TO ALL
THAT CONTRIBUTED TO
THE DIY PLAYBOOK*

INTRODUCTION TO THE DIY PLAYBOOK FOR BUSINESS TRAVEL LEADERS

Introduction to the DIY Playbook for Business Travel Leaders

Welcome to the DIY Playbook for Business Travel—a comprehensive guide designed to empower you with the knowledge, strategies, and tools necessary to effectively manage and optimize your corporate travel program. In today's globalized business environment, managing corporate travel efficiently is not just about cost savings; it's about enhancing productivity, ensuring traveler safety and satisfaction, and aligning travel initiatives with broader organizational goals.

This playbook has been meticulously crafted to address the multitude of challenges faced by travel managers and suppliers. It provides actionable insights and step-by-step guides on various aspects of travel management—from crafting effective travel policies and managing supplier relationships to leveraging technology and ensuring compliance with corporate and regulatory standards.

As you navigate through this playbook, you will discover strategies for:

- **Developing a Robust Travel Policy:** Learn how to create clear, comprehensive travel guidelines that support both your organizational objectives and the needs of your travelers.
- **Optimizing Supplier Negotiations:** Gain insights into managing supplier relationships to secure the best value and service for your travel spend.
- **Implementing Technology Solutions:** Explore how to integrate the latest technological advancements to streamline bookings, enhance security, and improve the overall travel experience.
- **Enhancing Traveler Satisfaction:** Understand the importance of traveler experience and learn methods to improve it, ensuring high compliance and satisfaction rates.
- **Measuring and Improving Performance:** Discover techniques for measuring the effectiveness of your travel program and implementing continuous improvement practices to maintain its efficiency and relevance.

This playbook is intended for you to use as a dynamic resource—one that you can refer to repeatedly as you refine and evolve your travel management strategies. Whether you are establishing a new travel program from scratch or seeking to improve an existing one, the guidance provided herein will help you navigate the complexities of modern corporate travel, ensuring that your program is not only effective in managing costs but also successful in supporting your company's strategic objectives. Let's embark on this journey to transform your corporate travel program into a streamline cost-effective, and traveler-friendly operation.

WELCOME FROM THE TAMS CHAIR: A PATHWAY TO SUCCESS

It is our distinct pleasure to introduce this comprehensive guide, crafted to empower and equip those who manage business travel with the knowledge, strategies, and tools necessary to effectively manage and optimize their corporate travel programs.

This guide is not merely a collection of best practices and insights; it is a labor of love, meticulously compiled by volunteer experts who share a deep passion for the travel industry. These dedicated professionals have generously contributed their time and expertise, driven by a shared commitment to give back to an industry that has significantly impacted their lives and careers.

The landscape of business travel is continually evolving, presenting both challenges and opportunities for those responsible for managing corporate travel programs. Our goal with this guide is to provide you with the most current and relevant information, empowering you to navigate these changes with confidence and efficiency.

Each chapter is designed to offer practical advice, innovative solutions, and valuable insights that can be implemented to enhance your travel management practices. Whether you are a seasoned travel manager or new to the role, you will find a wealth of knowledge tailored to meet your needs and help you achieve your objectives.

We extend our heartfelt gratitude to the following individuals whose passion and dedication have made this guide possible. Their collective wisdom and experience are a testament to the strength and resilience of our community.

Mary Ellen Hess, CTM
Shari Meisner, SQM Travel Consulting
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Rick George - PTC

Thank you for your commitment to excellence in travel management.

We also wish to extend our deepest gratitude to the TAMS Board of Directors. Their ongoing support and commitment in fostering a collaborative and innovative environment has empowered our community to thrive.

Anne Blyth - AB Marketing & Business
Susan Lichtenstein - HQ
Mike Premo – Retired CEO of ARC
Mark Ziegler – NetApp
Cheryl Benjamin - Gordon Food Services
Mary Ellen Hess - CTM
Kerin McKinnon - Atlas

Thank you for championing the vision and mission of TAMS.

A special thank you to Susan Lichtenstein, TAMS Founder and VP, Sales HQ whose mission has always been about creating a community of industry professionals who collaborate regardless of role, experience, or position in a diverse and inclusive environment – where every voice counts.

We hope this guide will serve as a valuable resource, inspiring you to elevate your corporate travel program to new heights.

Together, we can continue to drive innovation and success in this dynamic and vital industry.

Warm regards,

Michelle Grant, Chair | Anne Blyth, Co-Chair | Phyllis Tess, Executive Director
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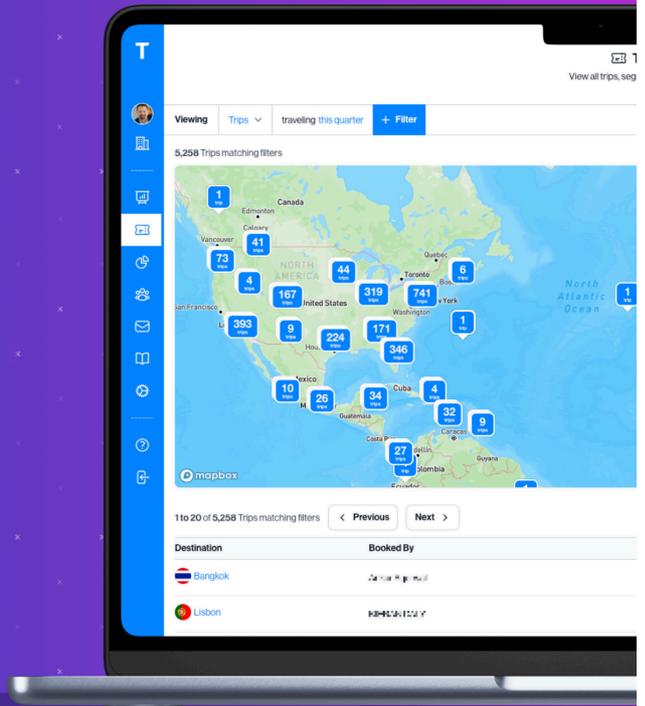
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1 MAXIMIZING DISTRIBUTION CHANNELS FOR BUSINESS TRAVEL

ROLE: CORPORATE TRAVEL MANAGER, IT MANAGER

Introduction

This playbook section is dedicated to enhancing businesses' travel distribution strategy, focusing on optimizing the cost and efficiency of managing corporate travel. Companies can improve their booking processes and achieve significant savings by exploring and maximizing various distribution channels—including direct, online, offline, and agent-assisted bookings—and leveraging the New Distribution Capability (NDC).

Objective:

To optimize booking efficiency and cost-effectiveness for corporate travel by exploring and maximizing direct, online, offline, and agent-assisted channels along with New Distribution Capability (NDC).

Steps:

Assess the Current Distribution Landscape

Task: Evaluate your current distribution channels for booking corporate travel, including direct bookings, online travel agencies (OTAs), offline travel agencies, and agent-assisted bookings.

Goal: Identify strengths, weaknesses, and gaps in your current approach to corporate travel bookings.

Maximizing Distribution Channels for Business Travel

Understand New Distribution Capability (NDC)

Task: Research NDC and its benefits, focusing on how it can enhance the customization of travel experiences, reduce costs, and increase transparency.

Goal: Determine how integrating NDC can align with your business travel goals.

Evaluate Direct Booking Tools

Task: Explore the potential of direct booking tools available from airlines and hotels. Consider tools that integrate seamlessly with your corporate travel policies and expense management systems.

Goal: Leverage direct bookings to reduce intermediary costs and enhance policy compliance.

Optimize Online and Offline Channels

Task: Compare the efficiency and cost-effectiveness of online and offline booking channels. This includes evaluating OTAs, dedicated corporate travel booking platforms, and traditional travel agencies.

Goal: Balance user convenience with cost savings and support services.

Leverage Agent-Assisted Bookings

Task: Identify scenarios where agent-assisted bookings offer added value, such as complex travel itineraries or group bookings.

Goal: Utilize travel agents to handle more sophisticated travel requirements effectively.

Implement Technology Solutions

Task: Implement or upgrade technology solutions that support multiple distribution channels. Consider tools like travel management software that aggregates various booking options.

Goal: Enhance visibility across channels and streamline the booking process.

Develop Partnerships and Negotiate Rates

Task: Negotiate with service providers (airlines, hotels, car rental companies) for better rates and terms specifically suited to the volume and patterns of your corporate travel.

Goal: Establish partnerships that can offer exclusive benefits and cost savings.

Train and Communicate with Stakeholders

Task: Conduct training sessions on using new tools and channels effectively for all stakeholders, including travel managers and business travelers.

Goal: Ensure widespread adoption and understanding of new procedures and technologies.

Maximizing Distribution Channels for Business Travel

Monitor and Analyze Performance

Task: Continuously monitor the performance of chosen distribution channels using metrics like cost savings, user satisfaction, and policy compliance.

Goal: Make informed decisions to refine further and optimize travel booking processes.

Iterate and Improve

Task: Review the distribution strategy regularly and adjust it based on feedback, emerging trends, and technological advancements.

Goal: Stay adaptive to changes in the travel industry to maintain efficiency and cost-effectiveness in corporate travel bookings.

Implementation Tips:

Stay Flexible: The travel industry is dynamic, and a flexible approach will allow you to adapt quickly to new technologies and market conditions.

Focus on ROI: When evaluating and implementing new channels or tools, always consider the return on investment to ensure that any changes lead to tangible benefits.

Enhance User Experience: A streamlined, user-friendly booking experience is crucial for ensuring compliance and satisfaction among business travelers.



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2 NAVIGATING TRAVEL MANAGEMENT SERVICES: A COMPREHENSIVE GUIDE

ROLES: CORPORATE TRAVEL MANAGER, CFO, IT MANAGER

Introduction

This playbook section provides strategic guidance for businesses to integrate professional travel management services, enhancing operational efficiency, reducing travel costs, and improving employee travel experiences. By leveraging Travel Management Companies (TMCs) and the Travel as a Service (TAAS) concept, companies can streamline their travel planning, booking, and management processes.

Objective:

To optimize corporate travel management by utilizing TMCs and TAAS, focusing on cost-efficiency, compliance enhancement, and traveler satisfaction.

STEP FOR IMPLEMENTATION:

Understand the Scope of TMCs and TAAS

Task: Research the full range of services offered by Travel Management Companies and understand the principles of Travel as a Service.

Goal: Gain a comprehensive understanding of how these services can positively impact your business operations



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Navigating Travel Management Services: A Comprehensive Guide,

Assess Business Travel Needs

Task: Conduct a detailed analysis of your company's travel requirements, including frequency of travel, destinations, budgets, and individual traveler preferences.

Goal: Identify specific travel needs and challenges that can be addressed through TMCs and TAAS.

Select Suitable TMCs Task: Develop selection criteria for Travel Management Companies that align with your company's travel policies, budget, and operational needs.

Goal: Choose a TMC that offers a suitable mix of service, technology, customer support, and pricing.

Explore TAAS Platforms

Task: Investigate various TAAS platforms to understand their features and benefits, such as integrated booking systems, expense management tools, and analytics.

Goal: Determine which TAAS solutions can streamline travel processes and offer the most value.

Implement Integration Technologies

Task: Integrate the selected TMC and TAAS solutions with your IT infrastructure and business processes.

Goal: Ensure seamless information flow and unified processes across your travel management systems.

Negotiate and Finalize Contracts

Task: Engage in negotiations with chosen TMCs and TAAS providers to finalize terms of service, focusing on cost, service levels, and customization.

Goal: Secure contracts that provide flexibility, cost savings, and comprehensive services.
Develop a Roll-out Plan

Develop a Roll-out Plan

Task: Create a detailed plan for implementing the new travel management services, including timelines, training, and support structures.

Goal: Ensure a smooth transition and wide adoption of the new services across your organization.

Train Employees and Stakeholders

Task: Conduct comprehensive training sessions for all employees on the new systems, focusing on booking travel, adhering to policies, and resolving issues.

Goal: Equip employees with the skills to use the new travel management services effectively.

Launch and Monitor

Task: Launch the new travel management services and monitor their effectiveness through continuous feedback and performance metrics.

Goal: Identify any issues and ensure the services meet their intended purposes.

Evaluate and Optimize

Task: Regularly evaluate the performance and benefits of the TMC and TAAS platforms using feedback and data analytics.

Goal: Improve travel management processes to adapt to evolving travel needs and technology advancements.

IMPLEMENTATION TIPS

Prioritize Communication: Maintain open communication during the transition to address feedback and concerns promptly.

Leverage Data: Use data from TMCs and TAAS platforms to make informed decisions and refine travel strategies.

Focus on Scalability: Ensure the selected services can scale with your business, accommodating growing and changing travel needs.

Conclusion

Integrating TMCs and TAAS effectively can significantly enhance corporate travel management, improving operational efficiency, cost savings, and travel experiences. This playbook section outlines how businesses should successfully integrate these services and reap their full benefits.

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3

MASTERING SOVEREIGN IDENTITY FOR SECURE BUSINESS TRAVEL

ROLE: IT SECURITY MANAGER, CORPORATE TRAVEL MANAGER

Introduction

Since its inception in 2015, Self-Sovereign Identity (SSI) has begun to redefine identity management in business travel. This playbook section details how SSI, combined with biometric technologies, can significantly enhance security and streamline travel by minimizing friction and improving verification practices.

Objective:

To implement SSI effectively in business travel, enhance security, streamline processes, and ensure robust identity management across all travel-related interactions.

STEP FOR IMPLEMENTATION:

Grasp the Basics of SSI and Biometrics

Task: Conduct educational sessions for stakeholders on SSI fundamentals and biometrics.

Goal: A comprehensive understanding of how decentralized identities and biometrics can enhance travel security and efficiency.

Assess Infrastructure Requirements

Task: Evaluate the existing infrastructure and determine what is required to integrate SSI and biometrics, including blockchain technology.

Goal: Establish the technical and organizational foundation necessary for adopting SSI technologies.

Identify Governance Frameworks

Task: Investigate and understand governance models that support SSI, focusing on frameworks utilized by industry leaders like IATA and SITA.

Goal: Clarify the regulatory and compliance requirements for implementing SSI solutions. Partner with Technology Providers

Task: Identify and form partnerships with technology providers specializing in SSI and biometrics.

Goal: Utilize their expertise to develop a customized SSI solution tailored to your travel management needs.

Pilot SSI Integration

Task: Implement a pilot project with a selected group within the organization to integrate SSI and biometrics.

Goal: Evaluate the practical application of SSI in real-world scenarios and identify any potential challenges.

Mastering Sovereign Identity for Secure Business Travel

Develop a Digital Identity Verification Process

Task: Design a process for issuing, storing, and verifying digital identities utilizing blockchain and biometric data.

Goal: Create a secure, efficient, and user-friendly system for identity verification throughout the travel journey.

Implement and Test Biometric Systems

Task: Deploy biometric systems, such as facial recognition technologies, at critical travel touchpoints.

Goal: Enable faster and more secure verification processes, thus reducing wait times and enhancing the traveler experience.

Roll Out Across the Organization

Task: Following successful pilot tests, extend the implementation of SSI and biometric systems across the organization.

Goal: Facilitate comprehensive adoption to maximize security benefits and operational efficiencies.

Monitor and Optimize

Task: Continuously monitor the performance of the SSI system.

Goal: Promptly identify and resolve issues, optimize the system based on user feedback, and adapt to evolving security threats.

Educate and Train

Task: Offer ongoing education and training to all users on the effective use and benefits of SSI and biometrics.

Goal: Ensure widespread acceptance and proper utilization of the new technologies to maintain security and efficiency.

Implementation Tips:

Stay Updated: Keep informed about the latest advancements in SSI and biometric technologies to improve your systems continually.

Focus on Privacy: Proactively address privacy concerns by ensuring SSI solutions comply with all applicable data protection regulations.

Evaluate Impact: Regularly assess SSI's impact on travel security and efficiency to justify further investment and guide expansion efforts.

Conclusion:

Implementing SSI in business travel can transform how identities are managed, offering enhanced security and operational efficiency. By following the steps outlined in this playbook, organizations can ensure a successful integration of these technologies, setting a new standard in secure and streamlined travel.

4 NDC BOOKING PLAYBOOK FOR CORPORATE TRAVEL LEADERS- ROLE: CORPORATE TRAVEL MANAGER, PROCUREMENT MANAGER, IT MANAGER

ROLE: CORPORATE TRAVEL MANAGER, PROCUREMENT MANAGER, IT MANAGER

Introduction

The New Distribution Capability (NDC) is a game-changer in corporate travel. It revolutionizes how we book and manage travel, offering many benefits. By harnessing NDC technology, travel leaders can access a more comprehensive array of content, enjoy a higher level of personalization, and streamline their organizations' booking process. This playbook is your guide to understanding the power of NDC and how to integrate it into your travel management strategies effectively.

Benefits of NDC Booking:

Access to Rich Content: NDC opens the door to a wealth of travel content, including ancillary services and personalized offers from airlines, hotels, and suppliers. This means more choices for your travelers, leading to a more satisfying travel experience.

Personalization: NDC allows for more personalized booking experiences tailored to the preferences and needs of individual travelers. Travel leaders can offer customized packages, amenities, and upgrades through NDC, enhancing traveler satisfaction and loyalty.

Cost Savings: By accessing direct content from suppliers through NDC, corporate travel leaders can potentially unlock exclusive discounts, negotiate better rates, and optimize travel budgets. Additionally, improved booking efficiency can result in reduced administrative costs.

Enhanced Flexibility: NDC provides greater flexibility in booking and managing travel arrangements, allowing for real-time changes, upgrades, and cancellations. This agility is particularly valuable in today's dynamic business environment.

Improved Data Insights: NDC facilitates the capture of comprehensive travel data, enabling travel leaders to gain deeper insights into travel patterns, expenses, and compliance. This data-driven approach empowers better decision-making and strategic planning.

How to Implement NDC Booking:

Understand NDC: Familiarize yourself with its concept and implications for corporate travel management. Educate key organizational stakeholders about adopting NDC technology's benefits and potential impact.

Assess Current Systems: Evaluate your existing travel management systems and processes to identify areas where NDC integration can add value. Consider factors such as booking volume, supplier relationships, and traveler preferences.

NDC Booking Playbook for Corporate Travel Leaders- Role: Corporate Travel Manager, Procurement Manager, IT Manager

Select NDC Partners: Choose reputable travel management companies, booking platforms, and NDC technology providers. Ensure your partners have the expertise and capabilities to support NDC booking and integration.

Establish Integration Protocols: Work closely with your chosen partners to establish seamless integration between your corporate booking tools and NDC-enabled systems. Define data exchange protocols, API connections, and communication channels to facilitate efficient booking workflows.

Train Your Team: Provide comprehensive training and support to your travel management team and travelers on using NDC-enabled booking platforms effectively. Emphasize the benefits of NDC, best booking practices, and compliance with corporate travel policies.

Monitor Performance and Feedback: Continuously monitor the performance of your NDC booking system, gather feedback from travelers and stakeholders, and make adjustments as needed. Track key metrics such as booking efficiency, traveler satisfaction, and cost savings to measure the impact of NDC adoption.

Stay Informed: Stay abreast of developments in NDC technology, industry trends, and regulatory changes that may affect corporate travel. Participate in industry forums, attend conferences, and collaborate with other travel leaders to share insights and best practices.

Conclusion: By embracing NDC booking, corporate travel leaders can unlock many benefits for their organizations, including access to rich content, enhanced personalization, cost savings, and improved efficiency. By following the steps outlined in this playbook and leveraging NDC technology effectively, you can elevate your corporate travel program and deliver more excellent value to your organization and its travelers.

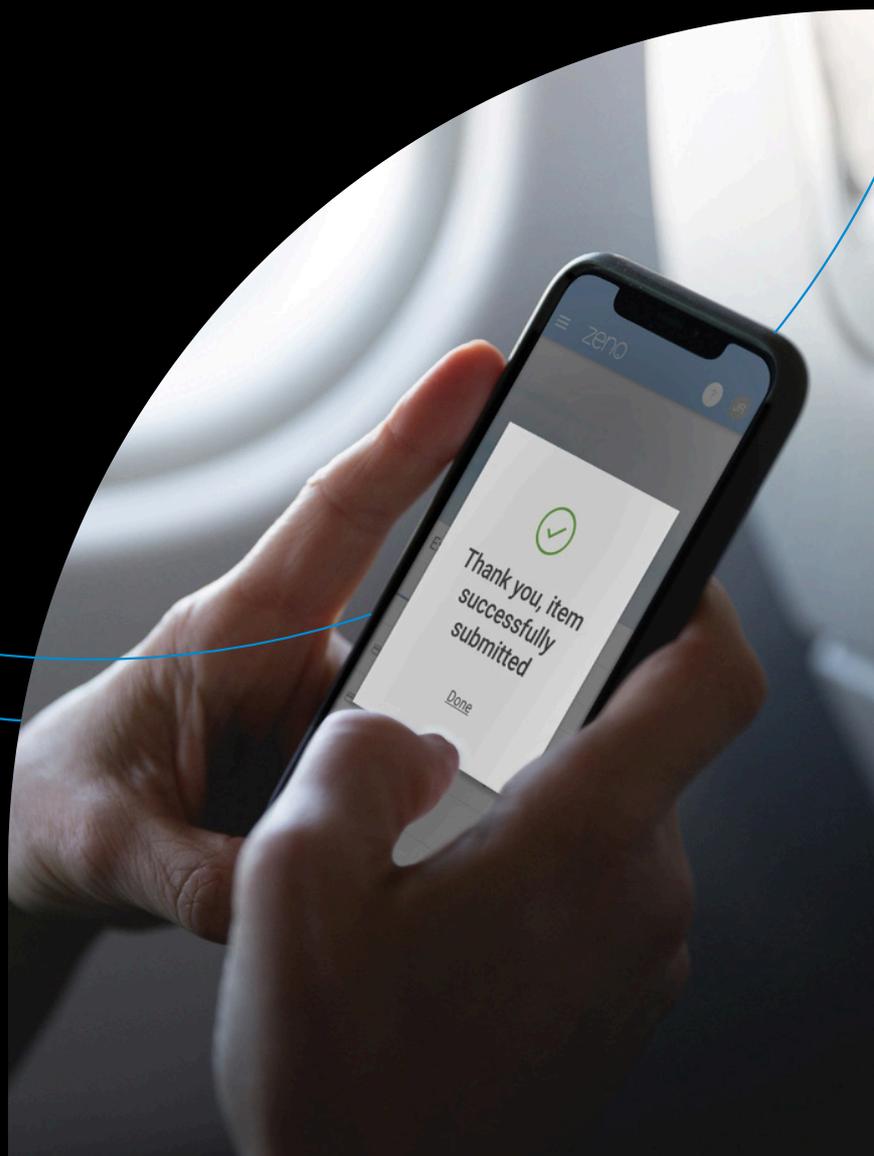
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5 REVOLUTIONIZING EXPENSE MANAGEMENT FOR CORPORATE TRAVEL

ROLE: FINANCE MANAGER, CORPORATE TRAVEL MANAGER

Introduction

Effective expense management is crucial for maintaining control over corporate travel expenditures. This playbook section outlines various methods, including traditional reporting systems, automated auditing, and innovative no-reporting systems, to streamline financial processes and enhance transparency. Embracing these methods can significantly improve corporate travel efficiency, compliance, and cost control.

Objective

To streamline and optimize expense management processes in corporate travel, ensuring financial prudence and transparency while reducing the administrative burden on travelers and finance teams.

Methods to Enhance Expense Management: Traditional Expense Reporting Systems

Description: This method involves manually entering travel expenses into a software system or spreadsheet and submitting receipts for approval and reimbursement.

Implementation Steps:

Select a User-Friendly Platform: Choose an expense reporting software that is intuitive and easy to use.



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Expense Data
Employee expense reports



Payment Data
Credit card reconciliation



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- Track meals, ride-share, and parking
- Visibility into policy performance
- Actionable analytics & benchmarking
- Budget and goal monitoring
- Normalize data for sourcing

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Revolutionizing Expense Management for Corporate Travel

Define Clear Policies:

Establish and communicate travel expense policies to ensure compliance.

Regular Training: Conduct training sessions for employees on reporting expenses accurately and efficiently.

Automated Auditing Systems

Description: These systems use software to automatically review and approve expenses based on predefined rules and limits, significantly speeding up the approval process and reducing errors.

Implementation Steps:

Implement Auditing Software: Deploy an automated expense management system that integrates with your travel booking system.

Set Audit Rules: Define rules for automatically verifying expenses against corporate policies.

Monitor and Adjust: Regularly review the effectiveness of the auditing system and adjust rules as necessary to improve compliance and efficiency.

No-Reporting Systems

Description: Advanced systems that eliminate manual expense reporting by integrating payment solutions directly with expense management software, capturing and categorizing expenses in real time.

Implementation Steps:

Adopt Integrated Payment Solutions: Use corporate credit cards or mobile payment apps that sync directly with your expense management software.

Automate Data Capture: Ensure the system automatically captures and categorizes every transaction as it occurs.

Enhance Oversight: Implement dashboards and alerts to monitor spending patterns and catch anomalies.

Revolutionizing Expense Management for Corporate Travel

Steps to Implement Effective Expense Management:

Evaluate Current Practices: Assess your expense management processes to identify inefficiencies and areas for improvement.

Choose the Right Method: Based on the assessment, select the most appropriate expense management method(s) that align with your organizational needs and travel patterns.

Partner with Technology Providers: Engage with providers that offer robust expense management solutions and can demonstrate a proven track record in integrating with business travel operations.

Integrate Systems: Ensure your chosen expense management solution integrates seamlessly with other travel management systems, such as booking tools and HR systems.

Train and Communicate: Provide comprehensive training for all relevant employees on how to use the new systems. Communicate the benefits and changes to encourage adoption.

Monitor and Optimize: Continuously monitor the performance of your new expense management system. Gather feedback from users and make adjustments to improve functionality and user satisfaction.

Conclusion:

By revolutionizing expense management, corporate travel leaders can achieve greater financial transparency, improve compliance with spending policies, and enhance the overall efficiency of travel management. Each method has unique benefits, and the best approach may involve a combination of systems tailored to the organization's specific needs. This playbook can guide you in selecting, implementing, and optimizing the proper expense management solutions for your corporate travel needs.

6 OPTIMIZING PAYMENT SOLUTIONS FOR CORPORATE TRAVEL

ROLE: FINANCE MANAGER, CORPORATE TRAVEL MANAGER

Introduction

This playbook section is designed to guide businesses through various payment solutions to manage corporate travel expenses efficiently. By exploring different payment methods, such as credit cards, virtual cards, and direct billing options, companies can find the most suitable and cost-effective solutions tailored to their travel needs.

Objective:

Optimize corporate travel payment methods by assessing and implementing the most efficient and cost-effective payment solutions available.

STEP FOR IMPLEMENTATION:

Assess Current Payment Methods

Task: Research various credit card programs specifically designed for business travel. Consider reward structures, expense tracking capabilities, credit limits, and international acceptability.

Goal: Identify the strengths and limitations of your current payment solutions in terms of flexibility, cost-effectiveness, and ease of use.

Explore Credit Card Options

Task: Research various credit card programs specifically designed for business travel. Consider reward structures, expense tracking capabilities, credit limits, and international acceptability.

Goal: Select credit cards that offer the best benefits for travelers, including rewards that align with company spending patterns and enhanced travel protection.



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Optimizing Payment Solutions for Corporate Travel

Investigate Virtual Card Benefits

Task: Understand the advantages of virtual cards, such as improved security, controlled spending limits, and ease of issuing single-use numbers for specific bookings.

Goal: Determine how virtual cards can enhance transaction security and streamline expense management, particularly for online and over-the-phone bookings.

Consider Direct Billing Arrangements

Task: Explore direct billing options with frequent service providers (e.g., airlines, hotels, car rental companies). Evaluate the terms and conditions, such as billing cycles, credit terms, and dispute resolution procedures.

Goal: Establish direct billing agreements that reduce the need for individual payments and simplify reconciliation processes.

Compare and Contrast Payment Solutions

Task: Conduct a comparative analysis of the pros and cons of each payment solution, considering factors like cost, administrative overhead, and user convenience.

Goal: Identify the most efficient and cost-effective payment solutions that meet the specific needs of your corporate travel program.

Implement Selected Payment Solutions

Task: Once the optimal payment solutions are identified, begin the implementation process. This includes setting up accounts, distributing cards, and establishing direct billing agreements.

Goal: Ensure smooth integration of new payment solutions into existing travel management and accounting systems.

Develop Policies and Procedures

Task: Create clear policies and procedures for using new payment methods. This should cover permissible expenses, spending limits, and approval processes.

Goal: Ensure compliance with corporate spending policies and enhance oversight of travel expenses.

Monitor and Evaluate Performance

Task: Regularly monitor the performance of the implemented payment solutions—track metrics such as cost savings, user satisfaction, and compliance with travel policies.

Goal: Continuously assess and optimize the payment solutions to ensure they remain effective and cost-efficient.

7 SUSTAINABILITY IN BUSINESS TRAVEL: METRICS, MEANING, AND MANAGEMENT

ROLE: CORPORATE TRAVEL MANAGER, SUSTAINABILITY OFFICER

Introduction

This section of the DIY manual is dedicated to integrating sustainability into corporate travel. It covers the significance of sustainability initiatives, critical metrics for measuring their impact, and strategies for effective implementation. Businesses seeking to reduce their environmental footprint while maintaining efficient travel practices will find this guide essential.

Objective

To understand, measure, and manage sustainability in business travel to align with environmental objectives and corporate responsibility goals

Steps for Implementation

Understand the Importance of Sustainability

Task: Educate stakeholders on the importance of sustainable business travel and its impact on the environment, corporate reputation, and regulatory compliance.

Goal: Pinpoint specific practices and behaviors that must be addressed to reduce the environmental impact.



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Sustainability in Business Travel: Metrics, Meaning, and Management

Implement Green Travel Policies

Task: Develop and implement travel policies that promote sustainability, such as prioritizing direct flights, choosing eco-friendly accommodations, and encouraging public transportation.

Goal: Shift corporate travel behaviors towards more sustainable practices.

Choose Sustainable Partners

Task: Partner with travel service providers who demonstrate firm commitments to sustainability, including airlines with newer, more fuel-efficient fleets and hotels with recognized green certifications.

Goal: Leverage partnerships to enhance the sustainability of travel activities.

Educate and Engage Employees

Task: Create training programs and incentives to encourage employees to adopt sustainable travel behaviors.

Goal: Cultivate a company culture that values and practices sustainable travel.

Monitor and Report.

Task: Regularly monitor the sustainability metrics and compile reports to evaluate the effectiveness of the implemented policies.

Goal: Provide transparency and continuous improvement in the company's travel-related environmental impact.

Incorporate Technology

Task: Utilize technology solutions such as digital tickets, mobile boarding passes, and apps that highlight green travel options.

Goal: Reduce paper waste and increase the efficiency of travel logistics.

Review and Optimize

Task: Continuously review travel policies and practices to identify areas for further improvements in sustainability.

Goal: Ensure the business remains at the forefront of sustainable travel practices.

Implementation Tips

Stakeholder Involvement: Involve stakeholders at all levels to foster an inclusive approach to sustainable travel.

Sustainability in Business Travel: Metrics, Meaning, and Management

Communication: Communicate regularly about the importance of sustainability and the progress being made to keep all employees motivated and informed.

Flexibility: Stay adaptable to new sustainability trends and technologies to enhance corporate travel policies continually.

Conclusion

Embracing sustainability in business travel contributes to the global effort to reduce environmental impact and aligns with a growing corporate commitment to social responsibility. By following these steps and leveraging the provided implementation tips, businesses can effectively integrate sustainable practices into their travel programs, demonstrating leadership in corporate environmental stewardship.

Please see the CO2 Emissions in Air Travel White paper at tamstravel.org, written by Jean Belanger of Cerebrai for more information.

8

AIRLINE DYNAMICS IN CORPORATE TRAVEL: STRATEGIES FOR PROCUREMENT AND SAVINGS

ROLE: CORPORATE TRAVEL MANAGER, PROCUREMENT MANAGER

Introduction

This section of the DIY playbook focuses on navigating the complexities of airline dynamics in corporate travel. It will guide businesses through staying updated on industry changes, refining procurement strategies, and effectively managing the Request for Proposal (RFP) process to secure the most advantageous terms for air travel.

Objective

Optimize airline procurement strategies and achieve significant savings by understanding airline industry dynamics and leveraging effective negotiation and RFP processes.

Steps for Implementation

Stay Informed on Airline Industry Trends

Task: Regularly monitor developments in the airline industry, including changes in pricing, new routes, airline mergers, and regulation updates that could impact travel costs and availability.

Goal: Maintain an up-to-date market understanding to inform strategic decisions and negotiations.

Develop a Comprehensive Air Travel Policy

Task: Create or update your company's air travel policy to reflect priorities such as cost savings, flexibility, and preferred airlines.

Goal: Align internal travel policies with industry trends and corporate objectives to control costs and enhance traveler satisfaction.

Analyze Travel Patterns and Needs

Task: Collect and analyze data on your company's travel patterns, including most frequented destinations, travel volume, and seasonal variations.

Goal: Identify key negotiation leverage points and tailor your RFP to match your travel needs.

Prepare for the RFP Process

Task: Develop a clear and detailed RFP for airline services that outlines your requirements, expectations, and criteria for selection.

Goal: Ensure that the RFP process attracts competitive offers from airlines, providing a basis for effective negotiation.

Airline Dynamics in Corporate Travel: Strategies for Procurement and Savings

Engage in Strategic Negotiations

Task: Conduct negotiations with airlines to secure competitive rates, flexible ticketing options, and additional traveler benefits.

Goal: Obtain the best possible terms that offer both cost savings and high-quality service for corporate travelers.

Leverage Airline Relationships

Task: Build and maintain strong relationships with key airline account managers to gain access to exclusive deals, last-minute offers, and comprehensive support.

Goal: Enhance the overall travel experience and support network through strategic airline partnerships.

Implement Booking Tools and Technologies

Task: Utilize advanced booking tools and technologies that enable dynamic pricing, fare tracking, and analytics to optimize spending.

Goal: Increase efficiency and transparency in booking processes, ensuring that travelers receive the best available fares.

Monitor and Evaluate Airline Performance

Task: Regularly assess the performance of chosen airlines based on criteria such as cost efficiency, service quality, and reliability.

Goal: Continuously improve your airline procurement strategy by identifying areas of success and those needing adjustment.

Educate and Communicate with Travelers

Task: Provide training and ongoing communication to business travelers about preferred airlines, booking procedures, and policy compliance.

Goal: Ensure adherence to company travel policies while maximizing traveler satisfaction and compliance.

Implementation Tips

Data-Driven Decisions: Base your strategies and negotiations on robust data analysis to ensure informed decision-making.

Flexible Procurement Strategy: Maintain flexibility in your procurement approach to adapt to rapid changes in the airline industry.

Focus on Total Value: Consider the total value of offers, including ancillary benefits and service levels, not just the ticket costs.

Conclusion

Understanding airline dynamics and mastering procurement strategies are crucial for managing corporate travel expenses effectively. By staying informed, preparing thorough RFPs, and engaging in strategic negotiations, businesses can secure the best prices and services, thereby optimizing their travel budgets and enhancing the travel experience for their employees. Following this playbook will equip travel managers with the tools and knowledge needed to navigate airline procurement successfully.

9

HOTEL DYNAMICS IN CORPORATE TRAVEL: PROCUREMENT, PARTNERSHIPS, AND PERFORMANCE

ROLE: CORPORATE TRAVEL MANAGER, PROCUREMENT MANAGER

Introduction

This section of the DIY platform for business travel delves into the dynamic world of hotel accommodations within the corporate travel sector. It offers insights into industry trends, enhancing procurement strategies, and effectively handling Request for Proposal (RFP) processes to secure optimal pricing and services for business travelers.

Objective:

To optimize hotel procurement and partnership strategies in corporate travel, ensuring cost efficiency and high-quality service for business travelers by staying updated on hotel industry trends and refining RFP processes.

STEP FOR IMPLEMENTATION:

Monitor Hotel Industry Trend

Task:

Keep abreast of the latest developments in the hotel industry, such as changes in pricing structures, introduction of new amenities, and shifts in service offerings that could impact corporate travel.

Goal:

Ensure informed decision-making by understanding current trends and potential future developments in hotel accommodations.



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Assess Corporate Travel Accommodation Needs

Task:

Analyze your company's specific accommodation needs, including preferred locations, types of hotels, and room requirements based on traveler feedback and past booking data.

Goal:

Tailor your procurement strategy to align with the specific needs and preferences of your travelers.

Develop a Targeted RFP for Hotel Services

Task:

Create a comprehensive RFP that clearly outlines your requirements for hotel services, including room rates, amenities, location preferences, and flexible booking options.

Goal:

Attract competitive and tailored proposals from hotels and hotel chains that meet your corporate travel needs.

Hotel Dynamics in Corporate Travel: Procurement, Partnerships, and Performance

Negotiate with Hotel Providers

Task: Engage in negotiations with hotel providers to secure favorable terms, focusing on aspects such as discounted rates, loyalty program benefits, and flexible cancellation policies.

Goal: Obtain the best possible terms that offer cost savings and added value for your company and travelers.

Establish Strong Hotel Partnerships

Task: Build and maintain strong relationships with key hotel providers to gain access to better rates and enhanced services.

Goal: Leverage these partnerships to ensure consistent quality and service levels, making adjustments as necessary based on performance.

Implement and Utilize Booking Tools

Task: Use advanced booking tools that integrate with your travel management system to streamline the booking process and capture detailed spending data.

Goal: Enhance the efficiency of bookings and gather data to support ongoing negotiations and policy adjustments.

Regularly Evaluate Hotel Performance

Task: Continuously assess the performance of hotel partners against established criteria such as cost, service quality, and traveler satisfaction.

Goal: Ensure that hotel partners are meeting or exceeding expectations, and identify areas for improvement or renegotiation.

Educate and Update Travelers and Stakeholders

Task: Regularly update and educate travelers and stakeholders about preferred hotel partnerships, booking procedures, and policy compliance.

Goal: Promote adherence to negotiated agreements and enhance traveler satisfaction through clear communication and education.

Implementation Tips

Stay Informed: Regularly review industry reports and attend travel conferences to stay informed about the hotel market and emerging trends.

Focus on Total Cost of Stay: When negotiating, consider all aspects of the cost of stay, including Wi-Fi, breakfast, and other amenities that could affect overall travel budgets.

Leverage Technology: Utilize technology to facilitate direct bookings, enforce policy compliance, and track performance metrics effectively.

Conclusion

Understanding and adapting to the dynamics of hotel accommodations in corporate travel is crucial for optimizing procurement strategies and partnerships. By staying informed about industry changes, crafting detailed RFPs, and building strong partnerships, businesses can secure competitive pricing and high-quality services, enhancing their travel programs' overall efficiency and effectiveness. Following the guidelines in this playbook will enable travel managers to navigate the complexities of hotel procurement and maintain a high-performance travel program.

10

INDUSTRY EVOLUTION: TRENDS, ADAPTATIONS, AND PROCUREMENT STRATEGIES

ROLE: CORPORATE TRAVEL MANAGER, STRATEGY OFFICER

Introduction

This section of the DIY playbook addresses the dynamic nature of the business travel industry, focusing on evolving trends, the adaptation strategies of key players, and effective procurement strategies. It is designed to help businesses optimize their travel services and maximize savings in a constantly changing environment.

Objective

To keep corporate travel managers ahead of industry developments, enabling them to adapt procurement strategies accordingly and secure the best possible services and savings for corporate travelers.

Steps for Implementation

Stay Updated on Industry Trends

Task: Regularly monitor industry news, reports, and analyses to stay informed about the latest trends in business travel, including technology innovations, regulatory changes, and new market entrants.

Goal: Gain a deep understanding of the evolving landscape to anticipate shifts that could impact corporate travel management.

Identify Key Industry Players

Task: Research and identify leading service providers and emerging players in the travel industry who are influencing market dynamics.

Goal: Understand the capabilities and offerings of these key players to leverage their strengths in your travel management strategy.

Analyze Adaptation Strategies

Task: Study how businesses are adapting to new technologies and changing market conditions, such as the integration of AI in travel bookings or the rise of sustainable travel options.

Goal: Draw insights from successful adaptation strategies to inform your own travel management practices.

Refine Procurement Strategies

Task: Evaluate and update your procurement strategies based on current industry trends and the performance of your travel service providers.

Goal: Ensure that your procurement approach is agile enough to capitalize on opportunities for cost savings and service enhancements.

Industry Evolution: Trends, Adaptations, and Procurement Strategies

Leverage Data for Decision Making

Task: Utilize data analytics to assess the effectiveness of your travel management strategies and identify areas for improvement.

Goal: Make data-driven decisions that align with both current industry standards and your business objectives.

Engage with Innovators

Task: Build relationships with innovative companies and technology providers that are leading changes in the travel industry.

Goal: Stay at the forefront of travel management innovation by adopting new technologies and practices that can enhance service quality and efficiency.

Implement Flexible Travel Policies

Task: Develop and maintain flexible travel policies that can quickly adapt to changes in the travel industry and economic landscape.

Goal: Allow your travel program to be responsive to changes, ensuring that it remains competitive and aligned with best practices.

Educate and Train Stakeholders

Task: Regularly train and update stakeholders on new industry trends, technologies, and procurement tactics.

Goal: Ensure that all parties involved in travel management are knowledgeable and can effectively contribute to the organization's travel objectives.

Implementation Tips

Continuous Learning: Encourage ongoing education and professional development opportunities for travel managers to keep them informed of the latest industry practices.

Network Extensively: Participate in industry conferences, workshops, and seminars to network with peers and learn from experts.

Monitor Competitors: Keep an eye on how competitors are managing their travel needs and adapting to industry changes to benchmark your practices.

Conclusion

Navigating the evolving landscape of the business travel industry requires a proactive approach to understanding trends, adapting to new developments, and refining procurement strategies. By staying informed, engaging with innovators, and leveraging data, corporate travel managers can ensure that their travel policies and strategies are both current and competitive, thereby optimizing services and achieving significant savings for their companies. This playbook provides a strategic framework to guide businesses through these complexities, ensuring that they remain agile and well-informed in their travel management practices.

11 ACCESSIBILITY IN YOUR BUSINESS TRAVEL PROGRAM

The Importance of Accessible Business Travel

When designing a business travel program, it's essential to consider the diverse needs of all employees, including those with disabilities. An accessible travel program ensures that all employees can travel safely, comfortably, and efficiently, regardless of their physical or sensory abilities. Prioritizing accessibility demonstrates your company's commitment to inclusivity and equal opportunity.

Key Principles of Accessible Travel Planning

Inclusivity: Ensure that your travel program accommodates the needs of all employees, including those with disabilities. This includes providing options for accessible transportation, accommodations, and venues.

Clear Communication: Offer clear and detailed information about travel arrangements, including accessibility features and potential barriers. This helps employees make informed decisions and prepare adequately.

Flexibility: Be prepared to adjust travel plans to meet the specific needs of employees with disabilities. This could involve providing alternative transportation or accommodation or allowing additional time for travel.

Support and Assistance: Provide resources and assistance for employees who require additional support during travel. This includes access to assistive devices, personal assistants, or dedicated support staff.

Steps to Develop an Accessible Travel Program

Assessment and Planning

- Conduct a needs assessment to understand the specific accessibility requirements of your employees.
- Review and incorporate relevant regulations and best practices, such as the Americans with Disabilities Act (ADA) and the Air Carrier Access Act (ACAA).

Transportation Arrangements

- Choose airlines and ground transportation providers that offer accessible services, such as priority boarding, seating accommodations, and wheelchair assistance.
- Ensure that rental car services offer vehicles with accessibility features, such as hand controls or wheelchair lifts.

Accessibility In Your Business Travel Program

Accommodation Selection

- Partner with hotels and lodging providers that offer accessible rooms and amenities, including roll-in showers, grab bars, and visual alarms.
- Verify that meeting and event venues are accessible, with ramps, elevators, and accessible restrooms

Employee Resources and Training

- Provide employees with information on how to request and access accommodation, including detailed guides and contact information.
- Train travel coordinators and support staff on best practices for assisting employees with disabilities, including handling mobility aids and understanding communication needs.

Emergency Preparedness

- Develop a plan for handling emergencies, including medical incidents or travel disruptions. Ensure that all employees, including those with disabilities, are accounted for and have access to necessary support.

Feedback and Continuous Improvement

- Gather feedback from employees about their travel experiences, focusing on accessibility and areas for improvement.
- Continuously refine and update your travel program based on employee feedback and evolving accessibility standards.

Examples of Accessible Business Travel Solutions

Accessible Corporate Travel Portal: A dedicated platform for booking travel that highlights accessible options and allows employees to specify their needs.

Dedicated Travel Support Line: A hotline for travelers requiring assistance with accessibility issues, available 24/7.

Virtual Site Inspections: Virtual tours of venues and accommodations to verify accessibility features before booking.

Resources and Further Reading

Americans with Disabilities Act (ADA): [ADA Guidelines for Travel](#)

Air Carrier Access Act (ACAA): [ACAA Overview](#)

Accessible Travel Resources: [Accessible Travel Guides and Tools](#)

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12 TECH SOLUTIONS FOR BUSINESS TRAVEL: CUSTOMIZATION, USER EXPERIENCE, AND MARKETPLACES

ROLE: IT MANAGER, CORPORATE TRAVEL MANAGER

Introduction

This section of the playbook focuses on the critical aspects of leveraging technology to enhance corporate travel management. It explores developing and implementing a customized technology stack that addresses the specific needs of business travelers and travel leaders, emphasizing the importance of marketplace functionality and user-centric design.

Objective

To optimize business travel management by implementing a tailored technology stack that enhances user experience a integrates marketplace functionalities, and meets the unique needs of travelers and travel managers.

STEPS FOR IMPLEMENTATION

Assess Technology Needs

Task: Conduct a thorough analysis of the current travel management processes to identify gaps and inefficiencies that technology can address. Consider the specific needs of both travelers and travel managers.

Goal: Create a detailed profile of required features and functionalities that the technology stack needs to include.



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Tech Solutions for Business Travel: Customization, User Experience, and Marketplaces

Explore User-Centric Design Principles

Task: Research best practices in user interface and user experience (UI/UX) design that can be applied to travel management systems. Focus on simplicity, accessibility, and efficiency.

Goal: Ensure the technology solutions are intuitive and user-friendly, enhancing the overall experience for all users.

Integrate Marketplace Functionality

Task: Implement marketplace features that allow users to compare and book travel services from a wide range of providers within a single platform. Include functionalities for reviews, ratings, and recommendations.

Goal: Provide a comprehensive, one-stop shop experience that simplifies decision-making and booking processes for business travelers.

Customize Technology Solutions

Task: Develop or customize technology solutions that align perfectly with your organization's travel policies and requirements. This may involve tailoring existing software or developing bespoke solutions.

Goal: Deliver a technology stack that is fully integrated and aligned with your business objectives and travel management strategies.

Ensure Mobile Compatibility

Task: Design or select solutions that are fully functional on mobile devices, allowing travelers to access travel tools and information on the go.

Goal: Enhance the accessibility and convenience of your travel technology, supporting a mobile workforce.

Implement Data Analytics

Task: Incorporate advanced data analytics capabilities to gather insights from travel patterns, spending, and traveler feedback. Use these insights to refine policies and user experiences.

Goal: Leverage data-driven insights to continuously improve travel management practices and cost-efficiency.

Tech Solutions for Business Travel: Customization, User Experience, and Marketplaces

Pilot and Gather Feedback

Task: Conduct a pilot program with a select group of users to test the functionality and user-friendliness of the technology solutions.

Goal: Identify any issues and gather user feedback to refine the technology before a full rollout.

Roll Out and Train Users

Task: Deploy the technology solutions across your organization and provide comprehensive training to ensure all users are comfortable and proficient with the new tools.

Goal: Achieve smooth implementation and high adoption rates across the company.

Monitor and Optimize

Task: Continuously monitor the performance and user satisfaction with the technology solutions. Make adjustments based on user feedback and evolving needs.

Goal: Ensure the technology stack remains effective, relevant, and beneficial in meeting the changing demands of corporate travel.

IMPLEMENTATION TIPS

Focus on Scalability: Choose technology solutions that can grow and adapt with your business needs.

Prioritize Security: Ensure all technology solutions comply with data protection regulations and include robust security features.

Encourage Collaboration: Facilitate communication and collaboration between travelers and travel managers within the platform to improve information sharing and decision-making.

Conclusion

Developing a customized technology stack for business travel can significantly enhance the efficiency and effectiveness of travel management. By focusing on user-centric design, integrating marketplace functionalities, and tailoring solutions to meet specific needs, organizations can provide their travelers and travel managers with powerful tools that improve planning, booking, and managing travel. Following these steps will ensure that your technology solutions drive better decision-making, reduce costs, and enhance the overall travel experience.

13 OPTIMIZING GROUND TRANSPORTATION PROGRAMS FOR CORPORATE TRAVEL

Introduction

This section of the playbook focuses on optimizing ground transportation programs for corporate travel. Effective management of these programs can significantly enhance the traveler experience and achieve cost optimization, ensuring both convenience and efficiency in travel logistics.

Objective

To refine corporate travel management by developing and implementing an optimized ground transportation program that maximizes convenience, reduces costs, and improves the overall travel experience for business travelers.

Steps for Implementation

Assess Current Ground Transportation Usage - Role: Corporate Travel Manager, Logistics Manager

Task: Conduct a comprehensive analysis of your organization's current ground transportation utilization. Gather data on the types of services used (taxis, ride-sharing, rental cars, company shuttles, etc.), frequency, destinations, and traveler preferences.

Goal: Identify inefficiencies and areas for cost reduction, and understand the preferences and needs of your travelers.



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Optimizing Ground Transportation Programs for Corporate Travel

Define Ground Transportation Policies

Task: Develop clear and concise policies for ground transportation use that align with your organization's travel policies and budgetary constraints. Include guidelines for choosing transportation modes, spending limits, and preferred vendors.

Goal: Ensure compliance with corporate travel policies while offering flexibility and choice to travelers.

Negotiate with Providers

Task: Engage in negotiations with ground transportation providers to secure favorable rates and service agreements. Consider volume discounts, corporate accounts, and loyalty programs.

Goal: Establish cost-effective partnerships with reliable providers that offer excellent service quality.

Implement a Centralized Booking System

Task: Incorporate a centralized booking tool within your travel management system that includes all ground transportation options. Ensure the system is accessible via mobile devices for ease of use on the go.

Goal: Streamline the booking process and enable better tracking and management of transportation expenses.

Educate and Communicate

Task: Provide training and regular updates to employees on ground transportation policies and the use of the booking system. Highlight the benefits and preferred practices to ensure policy adherence.

Goal: Enhance traveler compliance with preferred booking channels and transportation choices, maximizing cost savings and traveler satisfaction.

Monitor Usage and Feedback

Task: Regularly review usage data and gather feedback from travelers to assess the effectiveness and satisfaction with the ground transportation program.

Goal: Identify trends, potential issues, and areas for improvement based on actual usage and traveler experiences.

Optimizing Ground Transportation Programs for Corporate Travel

Evaluate Environmental Impact

Task: Assess the environmental impact of your ground transportation choices and explore greener alternatives such as electric vehicle rentals, hybrids, or bike-sharing programs where feasible.

Goal: Align the ground transportation program with your organization's sustainability goals while still meeting the needs of travelers.

Continuously Optimize

Task: Continuously refine and optimize the ground transportation program based on evolving needs, traveler feedback, and new market developments.

Goal: Maintain a flexible approach to managing ground transportation that adapts to changing preferences, technologies, and market conditions.

IMPLEMENTATION TIPS

Leverage Technology: Use technology to enhance the booking experience, manage costs, and gather data on transportation usage.

Prioritize Safety and Reliability: Ensure that all partnered transportation providers meet high standards of safety and reliability.

Focus on User Experience: Regularly seek input from travelers to ensure the ground transportation program meets their needs and expectations.

Conclusion

Optimizing a ground transportation program for corporate travel involves careful analysis, strategic planning, and ongoing management to ensure it effectively supports the company's objectives and enhances the travel experience. By following these steps, organizations can achieve significant improvements in efficiency, cost savings, and traveler satisfaction, making business travel smoother and more enjoyable for all involved.

14 HARNESSING DATA IN CORPORATE TRAVEL: ACQUISITION, ANALYSIS, AND ACTION

ROLE: DATA ANALYST, CORPORATE TRAVEL MANAGER

Introduction

In the age of big data, effectively harnessing information is critical for optimizing corporate travel management. This section of the playbook focuses on the strategic acquisition, thorough analysis, and actionable use of data to refine decision-making processes and enhance the business travel experience.

Objective

To improve corporate travel strategies through effective data management, enabling more informed decision-making and enhancing travel efficiency and traveler satisfaction.

Steps for Implementation

Data Acquisition

Task: Identify and collect comprehensive data sources relevant to corporate travel, including booking and expense data, traveler feedback, policy compliance rates, and supplier performance metrics.

Goal: Gather a robust dataset that provides a holistic view of your corporate travel program's performance and opportunities.

Data Integration

Task: Implement systems and technology that can integrate disparate data sources into a centralized analytics platform. This could include merging data from travel booking tools, expense management systems, and traveler surveys.

Goal: Create a unified database that allows for seamless data analysis and reporting.

Data Analysis

Task: Utilize advanced analytics tools and techniques to derive meaningful insights from the collected data. Focus on identifying trends, cost-saving opportunities, compliance issues, and areas for improving traveler satisfaction.

Goal: Translate raw data into actionable intelligence that can drive strategic decisions. Developing Actionable Insights.

Task: Convert analytical findings into actionable strategies. This may involve adjusting travel policies, renegotiating supplier contracts, or implementing targeted traveler satisfaction initiatives.

Goal: Ensure that insights from data analysis lead to concrete actions that improve the efficiency and effectiveness of your travel program.

Harnessing Data in Corporate Travel: Acquisition, Analysis, and Action

Reporting and Visualization

Task: Develop regular reporting mechanisms and dashboards that visualize key metrics and trends for stakeholders, including travel managers, company executives, and travelers themselves.

Goal: Provide stakeholders with accessible, understandable, and actionable information to support ongoing travel management and strategic adjustments.
Feedback Loop

Task: Establish a continuous feedback loop where travel data insights are used to make improvements, and the results of those improvements are measured and fed back into the data collection process.

Goal: Foster a culture of continuous improvement within your corporate travel program that is driven by data.

Training and Adoption

Task: Train travel managers and relevant staff on the importance of data-driven decision making and the tools and processes involved in the data lifecycle.

Goal: Enhance the skill set of your travel management team, ensuring they are equipped to effectively utilize data in their daily operations.

Data Security and Compliance

Task: Implement robust data security measures to protect sensitive information and ensure compliance with relevant data protection regulations.

Goal: Maintain the integrity and confidentiality of travel data, protecting your organization and its travelers.

Task: Utilize advanced analytics tools and techniques to derive meaningful insights from the collected data. Focus on identifying trends, cost-saving opportunities, compliance issues, and areas for improving traveler satisfaction.

Goal: Translate raw data into actionable intelligence that can drive strategic decisions.
Developing Actionable Insights

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Data Security and Compliance

Task: Implement robust data security measures to protect sensitive information and ensure compliance with relevant data protection regulations.

Goal: Maintain the integrity and confidentiality of travel data, protecting your organization and its travelers.

Implementation Tips

Emphasize Data Quality: Regularly audit your data for accuracy and completeness. High-quality data is the foundation of reliable analysis and decision-making.

Leverage Predictive Analytics: Use predictive analytics to forecast future travel trends and budget impacts, allowing for proactive rather than reactive management.

Encourage a Data-Driven Culture: Foster a culture that values data-driven insights across the organization, encouraging data literacy and informed decision-making at all levels.

Conclusion

Harnessing data effectively in corporate travel management can transform how organizations approach their travel strategies, leading to significant improvements in cost efficiency, policy compliance, and traveler satisfaction. By following the outlined steps to acquire, analyze, and act on travel data, companies can optimize their travel programs and gain a competitive edge in today's data-driven world.

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15 CONTINUOUS IMPROVEMENT IN CORPORATE TRAVEL: STRATEGIES FOR SUCCESS

ROLE: CORPORATE TRAVEL MANAGER, CONTINUOUS MANAGER

Introduction

This section of the playbook focuses on the implementation of continuous improvement strategies within corporate travel management. It provides guidance on adopting best practices and methodologies to enhance the efficiency and effectiveness of travel programs, ultimately ensuring optimal outcomes for both the organization and its travelers.

Objective:

To embed continuous improvement processes in corporate travel management that drive ongoing enhancements, fostering better business outcomes and improving traveler satisfaction

Steps for Implementation

Benchmarking Current Practices

Task: Assess and document current travel management practices, including policy adherence, traveler satisfaction, and cost efficiency.

Goal: Establish a baseline to identify areas for improvement and measure progress over time.
Setting Clear Objectives

Task: Define specific, measurable objectives for improvement based on benchmarking results. Objectives might include reducing travel costs, improving traveler compliance with travel policies, or enhancing the traveler experience.

Goal: Ensure that all improvement efforts are aligned with clear and quantifiable outcomes.
Engaging Stakeholders

Task: Actively involve key stakeholders, including business travelers, travel managers, and executive sponsors, in the improvement process. Gather their input on pain points and potential enhancements.

Goal: Build a comprehensive understanding of needs and expectations, fostering buy-in and support for proposed changes.
Implementing Best Practices

Implementing Best Practices

Task: Research and implement industry best practices in travel management. Consider areas such as policy development, vendor negotiations, data analytics, and traveler support services.

Goal: Apply proven strategies that can lead to enhanced efficiency and satisfaction.

Continuous Improvement in Corporate Travel: Strategies for Success

Leveraging Technology

Task: Evaluate and integrate advanced travel management technologies that automate processes, provide real-time data, and improve communication channels.

Goal: Utilize technology to streamline operations, reduce manual errors, and deliver a better user experience.

Continuous Feedback and Adaptation

Task: Establish mechanisms for ongoing feedback from travelers, using surveys, focus groups, and feedback tools. Regularly review feedback and adapt strategies as necessary.

Goal: Maintain responsiveness to traveler needs and market changes, ensuring the travel program remains relevant and effective.

Training and Development

Task: Provide continuous training and development opportunities for travel managers and stakeholders to keep them updated on new tools, technologies, and best practices.

Goal: Enhance the capabilities of those managing and utilizing the travel program, promoting a knowledgeable and skilled workforce.

Review and Revise Policies

Task: Periodically review travel policies to ensure they align with changing business objectives, traveler needs, and external factors like economic shifts or industry developments.

Goal: Keep travel policies current and effective, supporting both organizational goals and traveler requirements.

Performance Monitoring

Task: Implement a robust system to monitor the performance of the travel program against set objectives. Use key performance indicators (KPIs) relevant to cost savings, policy compliance, and traveler satisfaction.

Goal: Enable regular assessment and reporting of performance, facilitating ongoing adjustments to enhance outcomes.

Implementation Tips

Promote a Culture of Improvement: Cultivate an organizational culture that values and encourages continuous improvement, making it a part of everyday activities.

Prioritize Agility: Remain agile in your improvement strategies, allowing for quick pivots and adaptations as conditions change.

Integrate Cross-Functional Teams: Encourage collaboration across different departments to integrate diverse insights and expertise in travel management strategies.

Conclusion

Continuously improving corporate travel management is essential for adapting to evolving business needs and market conditions. By establishing a structured process for ongoing improvement, organizations can enhance operational efficiencies, reduce costs, and increase traveler satisfaction. This proactive approach ensures that the travel program not only meets current requirements but is also poised to adapt to future challenges and opportunities.

16 ELEVATING TRAVELER EXPERIENCE ACROSS GENERATIONS: STRATEGIES FOR SUCCESS

ROLE: HR MANAGER, CORPORATE TRAVEL MANAGER

Introduction

This section of the playbook focuses on enhancing the travel experience for a multigenerational workforce. Recognizing the diverse needs and preferences of different age groups—from Baby Boomers to Generation X to Millennials and Generation Z—is crucial for developing travel policies that ensure both satisfaction and productivity. This segment outlines strategies to provide personalized services, incorporate technological enhancements, and offer flexible travel arrangements suited to each generation's unique requirements.

Objective:

To improve the corporate travel experience for employees of all ages by implementing innovative and tailored strategies that cater to the specific needs and preferences of each generational group within the workforce.

Steps for Implementation

Understand Generational Preferences

Task: Conduct surveys and gather data to understand the specific needs, preferences, and behaviors of different generational groups within your organization.

Goal: Build a foundation of knowledge that will inform more targeted and effective travel policies.

Customize Travel Policies

Task: Develop flexible travel policies that can be customized to accommodate the distinct preferences of each generational group. Consider aspects such as preferred airlines, hotel chains, booking methods, and technology usage.

Goal: Ensure that travel policies are not one-size-fits-all but rather reflect the varied expectations and requirements across generations.

Leverage Technology Intelligently

Task: Integrate advanced technology solutions that appeal to tech-savvy younger generations while ensuring ease of use for those who may not be as comfortable with digital tools. Implement user-friendly mobile travel apps, automated expense tracking, and digital assistance services.

Goal: Enhance the travel experience with technology that improves convenience and accessibility for all users.

Elevating Traveler Experience Across Generations: Strategies for Success

Offer Personalized Travel Experiences

Task: Provide options for personalized travel experiences, such as allowing travelers to choose loyalty programs they prefer, select seats, or opt for hotels that match their lifestyle (e.g., eco-friendly hotels, hotels with good fitness facilities).

Goal: Increase traveler satisfaction by recognizing and accommodating individual preferences and habits.

Ensure Flexibility in Travel Arrangements

Task: Allow flexible travel arrangements that enable employees to extend business trips into leisure travel or choose flights that better suit their personal schedules and family commitments.

Goal: Promote work-life balance and enhance job satisfaction by accommodating personal and family needs alongside business requirements.

Provide Comprehensive Support

Task: Ensure robust support systems are in place, including 24/7 travel assistance, health and safety resources, and stress-reducing tools such as airport lounge access or priority boarding.

Goal: Reduce travel-related stress and enhance the overall travel experience for employees of all ages.

Foster Continuous Feedback and Improvement

Task: Implement a continuous feedback mechanism that allows travelers to share their experiences and suggest improvements. Use this feedback to make iterative changes to travel policies and services.

Goal: Create a responsive travel program that evolves based on actual user feedback, ensuring relevance and effectiveness.

Implementation Tips

Segment Communication: Tailor communication about travel policies and tools to the communication styles and preferences of different generational groups.

Promote Benefits Equally: Ensure that the benefits of new policies and technologies are communicated clearly across all age groups, emphasizing how these changes make travel easier or more enjoyable.

Monitor Trends: Stay updated on emerging trends in business travel and generational research to keep your travel policies and practices current and forward-thinking.

Elevating Traveler Experience Across Generations: Strategies for Success

Conclusion

By acknowledging and addressing the diverse needs of a multigenerational workforce, companies can greatly enhance the effectiveness and satisfaction of their corporate travel programs. Tailored policies, thoughtful use of technology, and flexible arrangements ensure that all employees have positive travel experiences, which in turn can boost productivity and engagement. This proactive and inclusive approach to travel management is essential for cultivating a supportive and adaptable corporate culture.

17 CONSULTANT COLLABORATION IN CORPORATE TRAVEL: NAVIGATING EXPERTISE AND GUIDANCE

ROLE: CORPORATE TRAVEL MANAGER, STRATEGY OFFICER

Introduction

In the rapidly changing world of corporate travel management, consultants play a pivotal role in providing expertise and guidance that can significantly enhance the effectiveness of travel programs. This section of the playbook explores the importance of consultant collaboration, detailing how their specialized knowledge can help navigate the complexities of the industry and optimize travel operations

Objective:

To leverage the expertise of travel management consultants to refine corporate travel programs, ensuring they are efficient, cost-effective, and aligned with the latest industry standards and technologies.

STEP FOR IMPLEMENTATION:

Identify the Need for a Consultant

Task: Assess your current travel management processes to determine areas that could benefit from external expertise, such as cost reduction, policy development, or technology integration.

Goal: Clearly define the objectives and expectations for hiring a consultant, ensuring there is a strategic fit with your organization's needs.

Define Consultant Criteria

Task: Establish criteria for selecting a consultant based on their experience, industry knowledge, technological expertise, and past performance with similar organizations.

Goal: Create a checklist that will guide the selection process, helping to identify consultants who are most likely to add value to your corporate travel program.

Solicit Recommendations and Research Consultants

Task: Reach out to industry peers for recommendations and conduct thorough research on potential consultants. Review case studies, client testimonials, and professional qualifications.

Goal: Compile a shortlist of reputable consultants with proven track records in travel management consulting.



Consultant Collaboration in Corporate Travel: Navigating Expertise and Guidance

Issue a Request for Proposal (RFP)

Task: Develop and issue an RFP that outlines your specific needs, expectations, and the scope of work required from the consultant.

Goal: Attract detailed proposals from qualified consultants that address the specific challenges and objectives of your travel program.

Evaluate Proposals and Conduct Interviews

Task: Carefully evaluate the proposals received in response to the RFP and conduct interviews with the top candidates to discuss their approach and philosophy.

Goal: Select a consultant whose strategies align with your company's vision and who demonstrates a clear understanding of your objectives.

Negotiate Terms and Onboard the Consultant

Task: Negotiate contractual terms that outline the scope of work, timelines, fees, and expected outcomes. Once agreed, formally onboard the consultant to your team.

Goal: Ensure both parties have a clear agreement and understanding of the project to maximize the effectiveness of the collaboration.

Collaborate and Implement Recommendations

Task: Work closely with the consultant to implement their recommendations, involving key stakeholders in the process to ensure buy-in and alignment.

Goal: Effectively integrate new strategies and technologies into your travel program with expert guidance and support.

Evaluate Consultant Impact

Task: Regularly review the impact of the consultant's work on your travel management processes, measuring performance against predefined KPIs.

Goal: Assess the value added by the consultant and decide on the next steps, whether it's further collaboration, adjustment of strategies, or project completion.

Implementation Tips

Ensure Cultural Fit: Beyond expertise, ensure the consultant's working style and corporate values align with your organization's culture.

Set Clear Expectations: Define clear, measurable goals for the consultancy period to ensure accountability and focused efforts.

Foster Open Communication: Maintain open lines of communication with your consultant to address issues promptly and share insights freely.

Conclusion

Consultants can offer invaluable expertise and insights that significantly enhance corporate travel management. By carefully selecting the right consultant, collaboratively developing strategies, and effectively implementing recommendations, organizations can navigate the complexities of the modern travel environment more successfully, achieving optimal outcomes for their travel programs. This strategic approach ensures that corporate travel is not only cost-effective but also adaptable to future changes and innovations in the industry.

18 EFFECTIVE STAKEHOLDER MANAGEMENT IN CORPORATE TRAVEL

ROLE: CORPORATE TRAVEL MANAGER,
COMMUNICATIONS MANAGER

Introduction

Effective stakeholder management is crucial for the success of corporate travel programs. It involves identifying, engaging, and aligning key stakeholders across various departments such as finance, human resources, and executive leadership. This section outlines strategies to effectively manage stakeholders, ensuring their support and cooperation in securing resources and advancing the objectives of corporate travel programs.

Objective:

To establish a framework for engaging stakeholders in a manner that promotes active participation, alignment of goals, and optimal support for the corporate travel program, enhancing its effectiveness and efficiency.

Steps for Implementation

Identify Key Stakeholders

Task: Map out all potential stakeholders involved in or affected by the corporate travel program, including finance officers, HR managers, travel managers, and executive leaders.

Goal: Create a comprehensive list of individuals and departments whose support is crucial for the travel program's success.

Understand Stakeholder Interests

Task: Conduct meetings or surveys to understand the interests, concerns, and expectations of each stakeholder group regarding the corporate travel program.

Goal: Gather insights to tailor communication and collaboration strategies that address specific stakeholder needs and align them with the program's objectives.

Develop a Communication Plan

Task: Create a detailed communication plan that specifies how, when, and what you will communicate with each stakeholder group. This plan should include regular updates, feedback mechanisms, and scheduled review meetings.

Goal: Ensure ongoing engagement and transparency with all stakeholders to foster trust and cooperation.

Effective Stakeholder Management in Corporate Travel

Align Travel Objectives with Business Goals

Task: Clearly demonstrate how the travel program aligns with the broader business objectives of the organization. Link travel management strategies to tangible business outcomes, such as cost savings, employee satisfaction, and operational efficiency.

Goal: Help stakeholders see the value of the travel program in contributing to the organization's success, increasing their support and investment.

Secure Executive Sponsorship

Task: Gain the support of one or more executive sponsors who can champion the travel program at the senior leadership level. Present data-driven insights and strategic plans to these leaders to secure their backing.

Goal: Leverage executive influence to enhance the program's visibility and priority within the organization.

Facilitate Cross-Departmental Collaboration

Task: Organize workshops or cross-functional team meetings to discuss travel policies, share best practices, and address any interdepartmental issues that impact the travel program.

Goal: Encourage collaboration and consensus-building across departments, ensuring that travel policies and procedures are comprehensive and universally accepted.

Monitor and Report on Performance

Task: Regularly monitor the performance of the travel program and report back to stakeholders using key metrics that reflect both compliance and effectiveness. Use these metrics to highlight successes and identify areas for improvement.

Goal: Maintain stakeholder engagement and support by demonstrating the program's performance and its alignment with set objectives.

Adapt to Stakeholder Feedback

Task: Implement a system for collecting and analyzing stakeholder feedback to continuously improve the travel program.

Goal: Respond to stakeholder input by making adjustments that refine the program, enhancing satisfaction and support over time.

Implementation Tips

Prioritize Transparency: Keep all communications clear, open, and honest to build and maintain trust with stakeholders.

Effective Stakeholder Management in Corporate Travel

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Goal: Respond to stakeholder input by making adjustments that refine the program, enhancing satisfaction and support over time.

Implementation Tips

Prioritize Transparency: Keep all communications clear, open, and honest to build and maintain trust with stakeholders.

Be Proactive: Anticipate stakeholder concerns and address them before they become issues, demonstrating leadership and commitment to the program's success.

Celebrate Successes: Publicly acknowledge and celebrate the contributions of stakeholders to the travel program's successes, fostering a sense of ownership and pride.

Conclusion

Effective stakeholder management is essential for the success of any corporate travel program. By engaging stakeholders through strategic communication, aligning travel objectives with business goals, and fostering a collaborative environment, organizations can ensure that their travel programs not only meet but exceed expectations. This proactive approach will help secure the necessary support and resources to drive the program forward, ensuring its sustainability and effectiveness in the long term.

19 STRATEGIES FOR HIRING IN MODERN TRAVEL MANAGEMENT

ROLE: HR MANAGER, CORPORATE TRAVEL MANAGER

Introduction

As corporate travel management becomes increasingly complex, encompassing advanced technologies, sustainability goals, and strategic cost management, hiring the right personnel is critical. This section of the playbook outlines key strategies for recruiting individuals who can effectively manage sophisticated travel programs and align with evolving business needs.

Objective:

To develop and implement effective hiring strategies that ensure the recruitment of skilled professionals capable of managing modern corporate travel programs efficiently and aligning with broader organizational goals.

Steps for Implementation

Identify Essential Skills and Competencies

Task: Define the specific skills and competencies required for roles within travel management, including strategic thinking, technological adeptness, financial management, and a commitment to sustainability.

Goal: Establish a clear understanding of the necessary qualifications to guide the recruitment process and ensure candidates meet the complex demands of modern travel management.
Revise Job Descriptions

Task: Update job descriptions to reflect the dynamic nature of travel management today. Clearly articulate the role's responsibilities, required skills, and performance expectations, emphasizing the importance of technological fluency and sustainability.

Goal: Attract qualified candidates who are prepared for the specific challenges and requirements of modern travel management roles.

Utilize Targeted Recruitment Channels

Task: Employ a variety of recruitment channels tailored to the travel and hospitality industry, including professional networking sites, industry-specific job boards, and relevant professional conferences.

Goal: Reach a broader and more relevant audience, increasing the likelihood of attracting highly qualified candidates.

Screen for Technological Proficiency

Task: Integrate assessments of technological skills into the hiring process, evaluating candidates' proficiency with the latest travel management systems, data analytics platforms, and online booking tools.

Goal: Ensure new hires are capable of utilizing current technologies to optimize travel arrangements and data management.

Strategies for Hiring in Modern Travel Management

Evaluate Commitment to Sustainability

Task: Assess candidates' understanding of and commitment to sustainability practices within the context of corporate travel. Discuss previous experiences with implementing sustainable travel solutions and their outcomes.

Goal: Align new hires with the company's sustainability objectives, ensuring that corporate travel practices contribute to broader environmental goals.
Conduct Competency-Based Interviews.

Task: Perform competency-based interviews that explore candidates' abilities to handle real-life scenarios they may encounter in the role. Focus on scenarios that involve complex decision-making, crisis management, and strategic planning.

Goal: Better assess the practical skills and problem-solving abilities of candidates, ensuring they are a good fit for the role's demands.

Implement a Structured Onboarding Process

Task: Design and execute a comprehensive onboarding program for new hires that includes training in company-specific travel policies, the use of travel management software, and understanding of cost-saving measures.

Goal: Equip new employees with the knowledge and tools necessary to succeed from the start, ensuring a smooth transition into their roles.

Ongoing Training and Development

Task: Provide continuous training opportunities related to emerging trends in travel management, new technologies, and best practices in sustainability and cost efficiency.
Goal: Keep travel management personnel up-to-date and fully equipped to handle evolving challenges and opportunities within the field.

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Implementation Tips

Implementation Tips

Highlight Career Development: Attract top talent by emphasizing career development opportunities within your organization and the potential for growth within the travel management field.

Strategies for Hiring in Modern Travel Management

Cultural Fit: Ensure that candidates not only have the necessary skills but also fit well with the company culture and values, fostering a productive and harmonious work environment.

Feedback Mechanisms: Establish feedback loops that allow new hires to share their insights and suggestions on improving travel management practices, promoting continuous improvement and engagement.

Conclusion

Recruiting the right personnel for modern travel management is crucial to managing a successful corporate travel program. By focusing on strategic recruitment practices, assessing critical skills, and ensuring alignment with the company's goals, businesses can build a strong team that drives efficiency, sustainability, and cost-effectiveness in corporate travel.

20 DRIVING ADOPTION OF YOUR CORPORATE TRAVEL PROGRAM

ROLE: CORPORATE TRAVEL MANAGER,
COMMUNICATIONS MANAGER

Introduction

Implementing a new corporate travel program can be a significant change for any organization. This section of the playbook focuses on strategies for fostering the adoption and acceptance of the program within your organization. By effectively communicating benefits, providing thorough training, and incentivizing participation, you can ensure that the program is successfully integrated and utilized by all stakeholders.

Objective:

To maximize the acceptance and usage of a new corporate travel program by employing targeted communication strategies, training initiatives, and incentives that promote active engagement and participation across the organization.

Steps for Implementation

Communicate Benefits Clearly

Task: Develop clear and compelling communication materials that outline the benefits of the new travel program. Highlight how it simplifies travel processes, reduces costs, improves safety, and enhances the overall travel experience for employees.

Goal: Ensure that all stakeholders understand the value and advantages of the new program, fostering a positive perception and support from the outset.

Engage Key Stakeholders Early

Task: Identify and engage key stakeholders and influencers within the organization during the early stages of implementing the new travel program. Include leaders from various departments such as HR, finance, and operations.

Goal: Build advocacy and gain buy-in from influential figures who can champion the program within their teams.

Tailor Communication to Different Audiences

Task: Customize communication strategies to address the specific concerns and interests of different groups within the organization. Adjust the message to resonate with various roles, departments, and levels of the organization.

Goal: Ensure that each stakeholder group receives relevant and meaningful information that encourages their support and participation.

Provide Comprehensive Training

Task: Offer detailed training sessions that cover all aspects of the new travel program. Include demonstrations of booking tools, explanations of travel policies, and guidance on how to handle travel-related issues.

Goal: Equip employees with the knowledge and skills needed to use the travel program effectively, reducing confusion and resistance.

Driving Adoption of Your Corporate Travel Program

Implement a Support System

Task: Establish a dedicated support system to assist employees with questions and challenges related to the new travel program. Consider a helpdesk, FAQs, and regular check-in emails.

Goal: Provide ongoing assistance that helps employees navigate the new system comfortably, ensuring continuous engagement.

Create Incentives for Compliance

Task: Develop incentive programs that reward compliance with the new travel policies. Incentives might include recognition awards, priority booking privileges, or other perks.

Goal: Encourage employees to follow the new procedures and policies through positive reinforcement, enhancing program adoption.

Monitor Adoption and Gather Feedback

Task: Regularly monitor the adoption rates of the new travel program and collect feedback from users across different levels of the organization.

Goal: Identify any barriers to adoption and areas for improvement, allowing for timely adjustments to increase engagement and satisfaction.

Celebrate Successes and Iterate

Task: Publicly celebrate milestones and successes achieved through the new travel program. Share stories and testimonials that highlight the benefits and positive impacts of the program.

Goal: Build momentum and reinforce the value of the program, while continuously seeking opportunities to refine and enhance its effectiveness.

Implementation Tips

Early and Transparent Communication: Start communicating about changes well in advance and maintain transparency throughout the process to reduce uncertainty and resistance.

Feedback Loop: Create mechanisms for ongoing feedback to adapt the program based on actual user experiences and needs.

Highlight Personal Benefits: While emphasizing organizational benefits, also focus on how the program benefits employees personally, such as through time savings or travel perks.

Conclusion

Successful implementation and widespread adoption of a new corporate travel program require a structured approach centered on effective communication, comprehensive training, and strategic incentives. By engaging employees actively and addressing their needs and concerns, organizations can ensure that their travel program is embraced and utilized effectively, leading to improved compliance, reduced costs, and a better travel experience for all.

21 MEASURING ROI IN CORPORATE TRAVEL: METRICS AND INSIGHTS

ROLE: FINANCE MANAGER, CORPORATE TRAVEL MANAGER

Introduction

Assessing the return on investment (ROI) in corporate travel is crucial for validating the effectiveness of travel programs and justifying budget allocations. This section explores the essential metrics and methodologies to evaluate the ROI of your corporate travel program, focusing on tracking key performance indicators (KPIs) and leveraging insights to enhance program efficiency and value.

Objective:

To develop a comprehensive approach for measuring and analyzing the ROI of corporate travel programs, using specific metrics to track cost savings, productivity gains, and traveler satisfaction. This data will inform decision-making, demonstrate the program's value to stakeholders, and drive continuous improvement.

Steps for Implementation

Define Key Performance Indicators (KPIs)

Task: Identify and define the KPIs that will provide meaningful insights into the effectiveness of the travel program. Common KPIs include travel spend vs. budget, compliance rates, cost savings from negotiated rates, traveler satisfaction scores, and productivity impacts of travel.

Goal: Establish a clear set of metrics that accurately reflect the performance and impact of the travel program.

Implement Tracking Systems

Task: Set up systems and processes to regularly collect data on each KPI. This might involve integrating travel booking tools with expense management systems, distributing regular surveys to gather traveler feedback, and using mobile tracking tools to assess travel efficiency.

Goal: Ensure consistent and accurate data collection to provide a reliable basis for ROI analysis.

Analyze Data to Uncover Insights

Task: Regularly review the data collected through KPI tracking to analyze trends, identify areas of success, and pinpoint opportunities for improvement. Use analytical tools to perform in-depth analysis and generate actionable insights.

Goal: Understand the strengths and weaknesses of the travel program and use this knowledge to make informed decisions.

Measuring ROI in Corporate Travel: Metrics and Insights

Communicate Findings to Stakeholders

Task: Prepare clear and concise reports or presentations summarizing the ROI analysis findings, highlighting critical successes and areas for improvement. Tailor the communication to the interests and concerns of different stakeholders, such as finance managers, senior executives, and travel managers.

Goal: Demonstrate the value of the travel program and secure ongoing support and resources from key stakeholders.

Optimize Travel Policies and Practices

Task: Use the insights gained from ROI analysis to refine travel policies and practices. This could involve renegotiating vendor contracts, revising travel approval processes, or implementing new tools and technologies to enhance efficiency.

Goal: Improve the travel program to maximize ROI, reduce costs, and enhance traveler satisfaction.

Leverage Technology for Continuous Monitoring

Task: Employ advanced analytics and business intelligence tools to automate ROI monitoring and gain real-time insights into travel program performance.

Goal: Maintain a proactive approach to managing corporate travel by quickly responding to emerging trends and adjusting strategies as needed.

Review and Revise Metrics

Task: Periodically review the chosen KPIs and the methodology for measuring them to ensure they remain relevant and aligned with business objectives. Adapt the metrics as the travel program and business needs evolve.

Goal: Keep the ROI measurement approach up to date with changes in the corporate travel landscape and internal company goals.

Implementation Tips

Prioritize Transparency: Maintain transparency in how ROI is measured and reported to build trust and credibility with all stakeholders.

Focus on Continuous Improvement: Use ROI analysis not just as a reporting tool but as a basis for ongoing improvement in travel management practices.

Incorporate Qualitative Feedback: Alongside quantitative metrics, consider qualitative insights from traveler feedback to provide a more comprehensive view of the travel program's impact on employee satisfaction and productivity.

Measuring ROI in Corporate Travel: Metrics and Insights

Conclusion

Effectively measuring the ROI of corporate travel programs is essential for demonstrating their value and making informed decisions about future investments and adjustments. By establishing robust KPIs, implementing effective tracking, and leveraging insights from data analysis, organizations can optimize their travel programs, justify expenditures, and enhance overall business performance.

22 ASSESSING RETURN ON VALUE (ROV) IN CORPORATE TRAVEL

ROLE: CORPORATE TRAVEL MANAGER,
STRATEGY OFFICER

Introduction

While traditional return on investment (ROI) focuses predominantly on quantitative financial metrics, assessing Return on Value (ROV) in corporate travel involves evaluating broader, often intangible benefits such as employee satisfaction, client relationship enhancement, and market competitiveness. This section outlines how to comprehensively evaluate the holistic value derived from corporate travel programs, emphasizing qualitative measures and strategic outcomes.

Objective:

To develop and implement effective methodologies for measuring the broader impacts of corporate travel programs, focusing on qualitative benefits and strategic advantages that contribute to the organization's success.

Steps for Implementation

Identify Key Value Indicators (KVI)s

Task: Define a set of Key Value Indicators that relate to the intangible benefits of your travel program. These might include employee satisfaction with travel arrangements, the quality of client interactions during business trips, and the contribution of travel to expanding business operations or entering new markets.

Goal: Establish metrics that will help quantify the less tangible aspects of the travel program's success.

Develop a Feedback System

Task: Implement a system for collecting feedback from employees, clients, and other stakeholders who are directly impacted by corporate travel activities. This could involve regular surveys, focus groups, and one-on-one interviews.

Goal: Gather comprehensive qualitative data that reflects the perceptions and experiences of all participants.

Leverage Data Analytics

Task: Use data analytics tools to process and analyze the qualitative data collected through feedback mechanisms. Apply sentiment and other qualitative data analysis techniques to extract meaningful insights from free-text responses.

Goal: Convert qualitative feedback into actionable data that can be systematically evaluated.

Assessing Return on Value (ROV) in Corporate Travel

Integrate ROV into Performance Reviews

Task: Incorporate the evaluation of intangible benefits into the regular performance reviews of the travel program. Align these reviews with strategic business objectives to assess how well travel initiatives support broader organizational goals.

Goal: Ensure that the value provided by the travel program is recognized and integrated into the overall assessment of organizational performance.

Communicate Value Effectively

Task: Prepare detailed reports or presentations that communicate the value derived from the travel program to stakeholders. Highlight success stories and case studies demonstrating the program's impact on employee well-being, client satisfaction, and competitive positioning.
Goal: Build strong support for the travel program by showcasing its comprehensive benefits beyond cost savings.

Refine Travel Initiatives

Task: Use the insights gained from ROV assessments to refine and improve travel initiatives. Identify areas where changes can enhance satisfaction or strategic value and implement these modifications to optimize the travel program.

Goal: Continuously improve the travel program to maximize its overall value to the organization.

Monitor and Adjust KVs

Task: Regularly review and adjust the Key Value Indicators based on changes in business strategy or feedback from stakeholders. Ensure that these indicators remain relevant and aligned with current organizational objectives.

Goal: Maintain an adaptive approach to measuring value that reflects the evolving priorities and needs of the business

Implementation Tips

Encourage Honest Feedback: Create an environment where employees and clients feel comfortable providing honest feedback about their travel experiences.

Balance Quantitative and Qualitative Insights: While focusing on qualitative benefits, continue to track quantitative metrics to maintain a balanced view of the travel program's performance.

Highlight Strategic Contributions: Specifically articulate how travel initiatives contribute to strategic business goals during stakeholder communications.

Conclusion

Assessing the Return on Value (ROV) of corporate travel programs is essential for understanding their full impact on an organization. By measuring both tangible and intangible benefits, organizations can gain a deeper insight into how travel initiatives enhance employee satisfaction, strengthen client relationships, and improve market competitiveness. This holistic approach to evaluation ensures that the travel program is aligned with and actively contributing to the organization's broader strategic objectives.

23 QUANTIFYING TRAVELER EXPERIENCE: METRICS AND INSIGHTS

ROLE: CORPORATE TRAVEL MANAGER, DATA ANALYST

Introduction

Enhancing the traveler's experience is a pivotal aspect of managing corporate travel programs. This section focuses on methodologies for assessing and quantifying the traveler experience, using qualitative and quantitative approaches to gather comprehensive insights. Understanding traveler satisfaction, preferences, and pain points through surveys, feedback mechanisms, and sentiment analysis tools is crucial for tailoring travel policies and improving service offerings.

Objective:

To establish a robust framework for measuring traveler experience within the corporate travel program, aiming to capture detailed feedback that will drive improvements and ensure the travel services meet the diverse needs of all travelers.

STEP FOR IMPLEMENTATION:

Develop Comprehensive Surveys

Task: Design detailed surveys that cover various aspects of the travel experience, including the booking process, accommodation, transportation, and overall satisfaction. Include both rating scales and open-ended questions to capture quantitative and qualitative feedback.

Goal: Collect actionable data that reflects travelers' real experiences and opinions.



ACQUIS

Ready to transform and modernize your corporate travel and expense program?

Acquis partners with corporate travel clients to design and optimize travel and expense programs, ensuring a seamless traveler experience while maintaining cost control and operational efficiency.

We help clients streamline their processes, evaluate their T&E partnerships, and modernize their programs. From conducting program assessments and creating program optimization roadmaps to policy reviews to delivering sourcing and implementation engagements, we are your transformation partner.

travel@acquisconsulting.com

The advertisement features a blue background with white text. On the right side, there is a circular inset image showing three business professionals (two men and one woman) looking at a smartphone together. The woman is wearing a white shirt and yellow pants, one man is in a white shirt and dark pants, and the other is in a dark suit.

Implement Regular Feedback Mechanisms

Task: Establish routine feedback channels such as post-trip surveys, mobile app prompts, and regular focus groups with frequent travelers. Ensure these mechanisms are easy to use and accessible.

Goal: Encourage ongoing feedback collection to monitor traveler satisfaction continuously and identify emerging issues or trends.

Utilize Sentiment Analysis Tools

Task: Apply sentiment analysis to qualitative feedback from surveys and social media mentions to gauge traveler emotions and satisfaction levels. This advanced analytics approach can help decode the nuances of traveler feedback.

Goal: Obtain a deeper understanding of traveler sentiment, which can provide insights beyond basic satisfaction scores.

Quantifying Traveler Experience: Metrics and Insights

Analyze Traveler Data

Task: Systematically analyze the data collected through surveys and sentiment analysis. Identify common pain points, preferences, and elements of the travel experience that receive the highest and lowest satisfaction ratings.

Goal: Pinpoint specific areas for improvement and understand what aspects of the travel program are performing well.

Communicate Findings and Action Plans

Task: Regularly share insights and action plans based on traveler feedback with stakeholders, including travel managers, HR, and executive leadership. Use data visualizations to make the findings clear and compelling.

Goal: Ensure transparency and garner support for proposed changes or enhancements to the travel program.

Implement Improvements

Task: Based on the feedback and data analysis, implement targeted improvements to address the specific needs and pain points of travelers. This could involve upgrading booking tools, renegotiating vendor contracts, or enhancing travel policies.

Goal: Enhance the overall traveler experience by making informed adjustments that are directly responsive to traveler feedback.

Monitor Impact and Iterate

Task: After implementing changes, continue to monitor their impact through the established feedback mechanisms. Assess whether the adjustments have effectively improved the traveler experience.

Goal: Validate the effectiveness of the changes and make further adjustments as necessary, fostering a culture of continuous improvement.

Implementation Tips

Encourage Participation: Incentivize survey participation and feedback provision to ensure a high response rate and diverse input.

Be Responsive: Quickly address any negative feedback or urgent issues travelers highlight to demonstrate that their input is valued and acted upon.

Balance Standardization and Customization: Standardizing aspects of the travel program to ensure consistency also allows customization to meet individual preferences and needs.

Conclusion

Quantifying and enhancing the traveler experience is essential for the success of corporate travel programs. By employing sophisticated feedback collection and analysis techniques, travel managers can gain valuable insights into traveler satisfaction and tailor the travel experience to meet their needs better. This proactive approach improves satisfaction and boosts overall engagement and compliance with the travel program.

24 SUPPLIER PERFORMANCE REVIEW: ENHANCING PARTNERSHIPS FOR SUCCESS

ROLE: CORPORATE TRAVEL MANAGER,
PROCUREMENT MANAGER

Introduction

In the dynamic field of corporate travel, the performance of suppliers—ranging from airlines and hotels to ground transportation providers—is integral to the success and efficiency of travel programs. Regular performance reviews ensure these suppliers meet and align with the program's objectives and expectations. This section outlines how to effectively manage and enhance these supplier relationships through structured performance reviews and collaborative improvement efforts.

Objective:

To establish a systematic approach for conducting supplier performance reviews that fosters strong partnerships ensures supplier accountability and drives continuous improvement within the corporate travel ecosystem.

Steps for Implementation

Define Key Performance Indicators (KPIs)

Task: Identify and define specific KPIs that accurately reflect each supplier's performance and contribution to your corporate travel program. These may include on-time performance, customer service ratings, pricing competitiveness, and service level agreements (SLAs) compliance.

Goal: Create a clear and measurable basis for assessing supplier performance and ensuring alignment with travel program goals.

Schedule Regular Review Meetings

Task: Establish a regular schedule for performance review meetings with each supplier. These reviews should be frequent enough to address issues proactively but spaced adequately to allow for performance trends to develop.

Goal: Maintain ongoing communication with suppliers and provide a forum for both feedback and strategic discussions on performance and improvement.

Prepare for Reviews

Task: Before each review meeting, gather all relevant performance data and prepare an agenda that covers discussion points, performance analysis, areas needing improvement, and potential innovations.

Goal: Facilitate focused and productive review sessions based on data-driven insights.

Supplier Performance Review: Enhancing Partnerships for Success

Conduct Constructive Feedback Sessions

Task: During review meetings, provide constructive feedback to suppliers based on the agreed-upon KPIs. Highlight areas where the supplier meets or exceeds expectations and areas where there is room for improvement.

Goal: Encourage continuous performance enhancement while maintaining a positive and cooperative relationship with each supplier.

Collaborate on Improvement Plans

Task: Collaborate with suppliers to develop action plans to address any issues identified during the reviews. Set clear objectives and timelines for implementing improvements.

Goal: Foster a partnership approach to problem-solving that encourages suppliers to be proactive in enhancing their services and aligning more closely with your program's needs.

Innovate Together

Task: Encourage suppliers to bring innovative ideas that could benefit both parties. Explore new technologies, services, or processes that could enhance efficiency, reduce costs, or improve traveler satisfaction.

Goal: Strengthen partnerships by jointly pursuing opportunities that contribute to mutual growth and success.

Monitor Progress and Adjust Strategies

Task: Continuously monitor the progress of implemented improvements and suppliers' overall performance. Adjust strategies and plans based on evolving needs and new opportunities.

Goal: Ensure that supplier performance remains aligned with the changing demands of your corporate travel program and industry trends.

Implementation Tips

Focus on Transparency: Build transparency into the review process by openly sharing performance metrics and expectations with suppliers.

Foster Open Communication: Encourage honest and open communication during review meetings to address issues head-on and strengthen trust.

Recognize Excellence: When suppliers exceed expectations, recognize their performance. This not only reinforces positive outcomes but also motivates suppliers to continue excelling.

Conclusion

Regular performance reviews with suppliers are essential for maintaining effective partnerships in corporate travel management. By setting clear KPIs, engaging in constructive feedback sessions, and collaborating on continuous improvements, travel managers can ensure that suppliers consistently meet the organization's needs, thereby optimizing the value and efficiency of the travel program.

25 BENCHMARKING YOUR CORPORATE TRAVEL PROGRAM: DRIVING CONTINUOUS IMPROVEMENT

ROLE: CORPORATE TRAVEL MANAGER,
STRATEGY OFFICER

Introduction

Benchmarking is a crucial strategy for assessing the effectiveness and competitiveness of corporate travel programs. By comparing your program against industry standards and best practices, you can gain critical insights that drive strategic decision-making and foster continuous improvement. This section outlines identifying relevant benchmarks, implementing comparison techniques, and leveraging findings to enhance your travel program's performance and value.

Objective:

To establish a comprehensive benchmarking process that evaluates critical aspects of your corporate travel program, identifies areas for improvement, and aligns practices with the best in the industry to optimize performance and increase traveler satisfaction and compliance.

Steps for Implementation

Identify Key Performance Indicators (KPIs)

Task: Select KPIs critical to your travel program's success and evaluation. Common KPIs might include cost per trip, traveler satisfaction scores, booking compliance rates, and the percentage of bookings.

Goal: Determine measurable metrics that reflect both the efficiency and effectiveness of your travel management practices.

Select Benchmarking Partners

Task: Identify industry peers or benchmarking groups that share characteristics similar to your organization, such as industry sector, company size, or travel spending. These entities will serve as a comparative baseline for your program.

Goal: Ensure that your benchmarks are relevant and comparable to your travel program to facilitate meaningful insights.

Gather Data

Task: Collect data on your identified KPIs from within your organization. This may involve pulling reports from travel management systems, finance software, and traveler feedback tools.

Goal: Compile comprehensive data to provide a clear picture of your current travel program's performance.

Benchmarking Your Corporate Travel Program: Driving Continuous Improvement

Introduction

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Goal: Compile comprehensive data to provide a clear picture of your current travel program's performance.

Conduct Competitive Analysis

Task: Compare your performance data against the selected benchmarks from other organizations or industry averages. This analysis can be facilitated using specialized benchmarking services or collaborating directly with other companies in benchmarking groups.

Goal: Identify performance gaps and areas where your program excels or underperforms compared to the industry standard.

Benchmarking Your Corporate Travel Program: Driving Continuous Improvement

Analyze and Interpret Results

Task: Analyze the comparative data to understand the underlying reasons for differences in performance. Look for patterns or anomalies that could indicate strengths or weaknesses in your travel program.

Goal: Gain actionable insights into how your travel program can be adjusted to improve efficiency, reduce costs, and enhance traveler satisfaction.

Develop Improvement Initiatives

Task: Based on the benchmarking insights, develop targeted initiatives to close performance gaps and leverage strengths. This could involve policy revisions, supplier negotiations, or enhancements in traveler services.

Goal: Implement specific changes informed by data and aligned with industry best practices to enhance the overall performance of your travel program.

Monitor Progress and Iterate

Task: After implementing improvements, monitor the same KPIs and periodically re-benchmark your program to measure progress and refine strategies as needed.

Goal: Foster a culture of continuous improvement within your travel program, ensuring it remains competitive and effective over time.

Implementation Tips

Engage Stakeholders: Involve key stakeholders in the benchmarking process to ensure alignment and buy-in for changes based on benchmarking insights.

Use Reliable Data Sources: To maintain the integrity of your analysis, ensure the data used for benchmarking is accurate and comes from reliable sources.

Communicate Results Widely: Share benchmarking results and subsequent improvement plans across the organization to demonstrate the value of benchmarking and encourage support for ongoing improvements.

Conclusion

Benchmarking is a powerful tool for evaluating and enhancing the effectiveness of corporate travel programs. By systematically comparing your program against relevant industry benchmarks and acting on the insights gained, you can drive strategic improvements that enhance cost efficiency, traveler satisfaction, and policy compliance. This proactive approach ensures your travel program remains competitive and aligned with best practices, ultimately contributing to your organization's success.

26 CRAFTING A CONTINUOUS IMPROVEMENT ROADMAP FOR CORPORATE TRAVEL

ROLE: CORPORATE TRAVEL MANAGER, CFO, HR MANAGER, IT MANAGER, SAFETY AND SECURITY MANAGER, PROCUREMENT MANAGER

Introduction

A continuous improvement roadmap is essential for sustaining the effectiveness and adaptability of corporate travel programs. This section details creating a structured roadmap that guides the ongoing enhancement of travel policies, practices, and tools, ensuring they continually meet organizational needs and adapt to changing market conditions.

Objective:

To develop a comprehensive continuous improvement roadmap for your corporate travel program that systematically assesses current processes, identifies optimization opportunities, and implements iterative improvements, driving sustained value and adaptability.

Steps for Implementation

Assess Current Processes

Task: Conduct a thorough audit of all existing travel-related processes and policies. Evaluate their effectiveness, efficiency, and alignment with organizational goals.

Goal: Identify strengths to build upon and pinpoint inefficiencies or gaps that require attention. Identify Opportunities for Optimization.

Task: Based on the assessment, list potential areas for improvement, including policy updates, technology enhancements, supplier contract renegotiations, and traveler experience enhancements.

Goal: Create a prioritized list of opportunities that could yield significant benefits regarding cost savings, efficiency, or traveler satisfaction.

Set Clear Goals and Objectives

Task: For each identified opportunity, set specific, measurable, achievable, relevant, and time-bound (SMART) goals. Ensure these goals are well communicated and understood by all stakeholders involved.

Goal: Align improvement initiatives with strategic business objectives, making them actionable and trackable.

Crafting a Continuous Improvement Roadmap for Corporate Travel

Define Metrics for Success

Task: Establish clear metrics and KPIs to measure the success of each initiative. These could include quantitative metrics like cost savings and compliance rates and qualitative metrics like traveler feedback.

Goal: Enable ongoing evaluation of the program's performance and the impact of specific improvements.

Prioritize Initiatives

Task: Prioritize improvement initiatives based on their potential impact and feasibility. Consider cost, expected ROI, resource availability, and urgency.

Goal: Ensure that resources are allocated efficiently to initiatives that will benefit the most.

Implement Iterative Improvements

Task: Roll out improvement initiatives in phases, allowing for adjustments based on feedback and initial results. Use a project management approach to oversee implementation and ensure timelines are met.

The goal is to foster flexibility and responsiveness in the improvement process, enabling better adaptation to unexpected challenges or new opportunities.

Monitor Progress and Adjust

Task: Continuously monitor the outcomes of improvement initiatives against the defined metrics. Gather feedback from all relevant stakeholders, including travelers, travel managers, and senior leadership.

Goal: Evaluate the effectiveness of changes and make necessary adjustments to ensure continuous alignment with organizational goals and traveler needs.

Foster a Culture of Continuous Improvement

Task: Encourage feedback, reward innovation, and promote a proactive approach to problem-solving among all team members involved in corporate travel management.

Goal: Create an environment where everyone values and pursues continuous improvement, enhancing the program's adaptability and long-term success.

Implementation Tips

Communicate Transparently: Keep all stakeholders informed about the roadmap and changes being implemented. Transparent communication helps to manage expectations and fosters buy-in.

Encourage Cross-Departmental Collaboration: Engage different departments to provide insights and feedback on travel management practices, ensuring a holistic view is considered in improvement efforts.

Leverage Technology: Utilize advanced analytics and travel management software to streamline data collection, process automation, and reporting, enhancing the efficiency of improvement measures.

Conclusion

Creating a continuous improvement roadmap for corporate travel is a strategic approach that ensures your travel program remains competitive, cost-effective, and aligned with corporate goals. Organizations can adapt to changing conditions, enhance traveler satisfaction, and drive overall business success by systematically evaluating, prioritizing, and refining aspects of the travel program.



27 LEVERAGING MEETING AND EVENT TECHNOLOGY IN BUSINESS TRAVEL

Introduction

Technology plays a pivotal role in enhancing efficiency, engagement, and overall experience in corporate meetings and events. This playbook section delves into the various technological tools and platforms that can transform how you plan, execute, and measure the success of your business meetings and events.

Objective:

To equip business travel leaders with an understanding of the essential technologies available for managing corporate meetings and events more effectively, ensuring events are impactful and align with the company's digital transformation goals.

Step For Implementation:

Event Management Software

Task: Deploy mobile applications tailored to each event to provide attendees easy access to schedules, venue maps, session materials, and networking opportunities.

Goal: Enhance the attendee experience through convenient access to event information and interactive features that promote engagement.



Optimized Meetings Management

The CTM Meetings & Events team is committed to delivering end-to-end business travel and event experiences that engage, excite, and inspire your meeting and event attendees.

Our team of experts will guide you through meetings and event optimization as a core part of your business travel program, or as a standalone solution. Your meeting needs are unique to you and your organization, so we'll help you craft a program tailored to your needs, goals, and objectives driving value directly to your company's goals:

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Savings - decrease your company's total corporate event costs by 10% to 25%



Visibility - better traveler transparency as well as overall visibility of finances



Safety - managing traveler risk, budget optimization, and meeting purchase behavior



Sustainability - reducing environmental impact in line with your corporate sustainability goals



Leveraging Meeting and Event Technology in Business Travel Cont:

Supplier Integration Technology

Task: Employ technology solutions that integrate with suppliers such as venues, caterers, and AV providers to ensure seamless service delivery and management.

Goal: Streamline communication and logistics with suppliers, reducing the likelihood of errors and enhancing event execution.

Sustainability Tech Solutions

Task: Adopt technologies that promote sustainability, such as digital document sharing to reduce paper use and tools for measuring your event's carbon footprint.

Goal: Minimize the environmental impact of your events and align with corporate sustainability goals.

Security and Compliance Tools

Task: Implement security solutions that protect attendee data and ensure compliance with data protection regulations.

Goal: Safeguard sensitive information and maintain trust with participants while adhering to legal requirements.

Implementation Tips

User Training: Provide thorough training for all staff on new technology to ensure smooth implementation and usage.

Pilot Testing: Before full deployment, pilot new technologies on a smaller scale to identify potential issues and ensure they meet your needs.

Feedback Mechanisms: Incorporate mechanisms for collecting attendee feedback on the technological aspects of events to refine and improve your tech stack continually.

Conclusion

Embracing cutting-edge technology in the planning and executing corporate meetings and events is crucial for enhancing efficiency, engagement, and overall success. By integrating advanced tools and platforms, business travel leaders can deliver memorable and compelling events that resonate with all participants, regardless of their physical location. The right technology simplifies logistical challenges and provides strategic insights that drive continuous improvement in your event planning processes.

28 HARNESSING ARTIFICIAL INTELLIGENCE IN BUSINESS TRAVEL

Overview

Artificial Intelligence (AI) is transforming the business travel landscape by enhancing operational efficiency, personalizing traveler experiences, and enabling more intelligent decision-making. Here's how organizations can integrate AI to revolutionize their travel programs.

Objective:

To equip business travel leaders with an understanding of the essential technologies available for managing corporate meetings and events more effectively, ensuring events are impactful and align with the company's digital transformation goals.

Intelligent Travel Booking Systems

Event Management Software

AI-Powered Booking Tools: Implement AI-driven platforms to analyze historical data, traveler preferences, and real-time prices to offer the most cost-effective and convenient travel options.

Virtual Travel Assistants: Use AI chatbots to provide 24/7 support, handle bookings, answer queries, and provide personalized recommendations to travelers.



The advertisement features a background image of a woman in a white uniform and a man in historical attire (Magellan) looking at a laptop. A floating window displays a world map with a red line tracing a path across it. The text is overlaid on the left side of the image.

cytriceasy
BY amadeus

Microsoft 365

Try this one

Hey Magellan!
Enjoy smoother sailing with GenAI.

Boost productivity and wellbeing with our intelligent assistant.

Harnessing Artificial Intelligence in Business Travel

Predictive Analytics

Demand Forecasting: Use AI to predict travel needs based on company trends, seasonal peaks, and external factors, allowing for proactive planning and cost savings.

Risk Management: Employ predictive models to assess risks related to destinations, suggest safer travel alternatives, and provide real-time alerts.

Personalization

Customized Travel Experiences: Leverage AI to tailor travel itineraries according to individual preferences and past behavior, enhancing traveler satisfaction and compliance with travel policies.

Dynamic Policy Adjustment: Utilize machine learning algorithms to dynamically adjust travel policies based on changing travel conditions and company priorities.

Expense Management and Reporting

Automated Expense Reporting: Implement systems that automatically categorize expenses and detect anomalies or policy violations, reducing manual efforts and increasing compliance.

Innovative Insights: Generate actionable insights through AI-driven data analysis, helping to optimize travel spending and identify cost-saving opportunities.

Sustainability in Travel

Carbon Footprint Analysis: Use AI to calculate and report on travel-related carbon emissions, suggesting greener travel options and strategies to offset environmental impact.

Implementation Strategies

Pilot Programs: Start with pilot projects to test AI solutions in specific areas of your travel program before implementing them fully.

Stakeholder Engagement: Ensure that all stakeholders understand the benefits of AI and are engaged throughout the process to align AI strategies with business objectives.

Continuous Learning and Adaptation: Foster an environment of continuous learning, leveraging AI insights to adapt and refine travel programs.

Conclusion

By integrating AI into business travel management, companies can reduce costs, enhance efficiency, and provide a more responsive and personalized service to their travelers, positioning themselves ahead in the competitive landscape.



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DIY Playbook

*Thank you to all that Contributed
to the DIY Playbook*

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