

HOLCIM OPTIMIZES THE TRAVELER EXPERIENCE WITH CYTRIC AND TRIPSOURCE® HOTEL CONTENT

Challenge

Holcim was facing functional issues with their online booking tool and travelers, finding better deals on their own, were inclined to book hotels outside of the travel program.

Approach

BCD Travel implemented Cytric, a global online booking tool, integrated with TripSource hotel content, giving travelers a wider choice of hotels with access to their preferred hotels.

Results

- ✓ Air online adoption: +13%
- ✓ Hotel-to-trip-night: +20%
- ✓ Wider hotel choice
- ✓ Increased policy compliance
- ✓ Better budget control
- ✓ Improved duty of care

Carine Nolet, Facility Manager for Holcim, based in the innovation centre, manages all service contracts with suppliers, including corporate travel for employees. Carine, who is in charge of employee services, provides employees with information they need, tools that work to their full capabilities and solutions to fix problems. Her primary mission is to facilitate the work life of the company's employees in France with a work environment that meets their expectations, so they can focus on their core mission. Carine is passionate about helping colleagues.

Holcim at a glance

Industry: Global leader in innovative and sustainable building solutions

Headquarters: Zug, Switzerland

Number of employees: >70,000 around the world

Challenge

Holcim was facing functional issues with their online booking tool. Their travelers found more choice and better deals elsewhere on their own. As a result, many Holcim travelers habitually booked hotels outside of the travel program.

Approach

BCD implemented Cytric, a global online booking tool, integrated with TripSource hotel content. The OBT was implemented during the COVID pandemic, a quiet travel period, which simplified the process. During the transition, Carine Nolet worked with BCD on internal communications to remind employees to follow the travel policy. They explained how booking trips with BCD would drive stronger policy compliance, greater savings and additional traveler safety. Combining Cytric with BCD's hotel content is a success for two reasons: travelers save time and the company saves money.



Relationships with suppliers make a great difference in my daily job. I'm feeling fortunate to work so closely with BCD's program management team, they help me solve my day-to-day corporate travel challenges.



Carine Nolet
Facility Manager at Holcim

Results

The collaboration with BCD during the change management was a winning combination: a great project team, efficient training and internal communication. With Cytric, online adoption increased 13% on air bookings in 2021 compared to 2020. The TripSource hotel content gives travelers a wider choice of hotels with access to their preferred hotels. All reservations are now consolidated within one booking tool: travelers now use a single channel to make hotel reservations, invoices are easier to reconcile. Holcim has a single view of their travelers' whereabouts, making it easier to track and assist people as needed, improving their duty of care.



Air online adoption +13%
(2021 vs 2020)



Hotel-to-trip-night +20%
(2021 vs 2019)



Wider hotel choice



Increased policy compliance



Better budget control



Improved duty of care



We are pleased when we can facilitate the work of Carine Nolet and the Holcim staff. Our consulting role is all about bringing our expertise to recommend the best options to simplify and maximize our client's efficiency.



Laurent Bensaid
Director Program Management France at BCD Travel
Executive Chair of Sustainability