BCD travel
travel smart. achieve more.

Case Study

Global consolidation brings savings on preferred supplier rates

BCD Travel consolidated our client's travel requirements in 49 countries. This enabled us to negotiate their preferred supplier rates and resulted in savings of up to 40%.

The challenge

BCD Travel has been servicing one of our major advertising clients in the UK since 2000. Despite having a significant global presence, they maintained independent relationships with TMC's in each country. Although they were generally happy with the service they were receiving in the majority of countries, they found that the level and consistency of service varied by country making it exceedingly hard to mandate their travel policy.

Through our Account Management, BCD explained to our client how consolidating their travel program globally would enable them to achieve the consistency in service that they needed. A single, global Account Manager would be able to provide consolidated Management Information and cost saving synergies by increasing their leverage in pricing through their supplier programs and product availability. Our client was naturally keen to reap these benefits and in 2007 asked us to consolidate their travel requirements in 49 countries.

The solution

BCD adopted a staggered implementation approach and worked in close partnership with our client throughout the process. A fundamental part of the partnership was a campaign developed to provide an understanding of the benefits and an agreed approach between the TMC business owners and the Travel/Procurement Manager in each country.

The result

The success of the implementation has been immediately evident as the new Global Travel Program has allowed local countries to avail of preferred partner rates at hotels, airlines and car rental companies with savings of up to 40%.

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