What do you do when your success depends on your

travelers' behaviors?

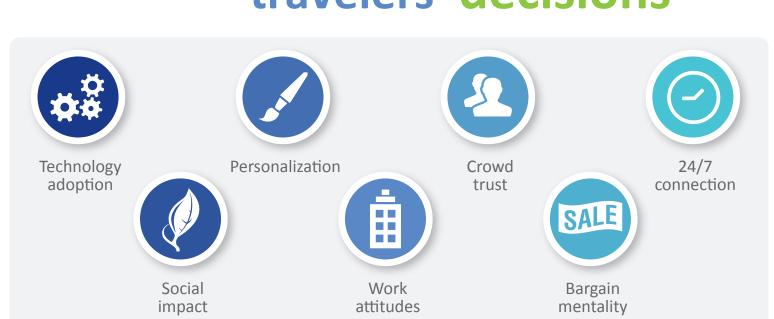


Understand why they

do what they do



Lots of forces shape travelers' decisions



Guide and engage travelers to support your goals

There are many ways to influence your travelers – but where do you start?

Just pick a couple and focus on them

Plan Align corporate and traveler priorities

Find, and put guidelines around, new areas of spend



Review Ask for, and use,

traveler trip reviews Send mobile alerts and offers for smart en route buying decisions

Use your online booking tool to influence travel-

ers at the point of decision Display a few options that are all in-policy and

unique to drive quicker decisions

Empower and engage travelers to make smart decisions

Communicate

performing

your program goals

Market your policy – say what's in it for travelers and for the company

Present benchmark prices and let travelers know how they're

Be visible – participate in your

company's enterprise social network

(e.g., Yammer, Chatter, Sharepoint) Build traveler communities to share best practices and engage them in

huge!

The rewards are



So, how does it work?



Compare

prices

Trip

approval

Relevant

alerts and offers

Display

recommendations

Fare

selection

Trip

packages