

Traveler Engagement & Communications

A win for you **and** your travelers

Without the **right information** at the **right time**...



Travelers **waste time** and **effort**



Productivity decreases



Stress skyrockets

...and your company suffers, too:



Additional **expense**



Lost **productivity**



Unacceptable **risk**

Travelers don't consciously make decisions that go against policy...

Most really want to do what's right



...but **hidden charges** lurk in every travel expense category and those can add

10-40%

more cost to their trips

How do you keep travelers **happy, productive and within policy?**

Deliver the **right information** to them

at the **right time**...

Pre-trip



En route



Post-trip



...via the **right channel**

Relevant and targeted traveler messaging ensures your travelers are:



Informed

about policy, process, their personal wellbeing, their destination



Empowered

to make smart travel-related purchasing decisions



Engaged

in supporting the goals of your travel program

It's not just about **compliance**

Engaged travelers

=

Loyal travelers

=

decisions that not only meet, but even beat, policy

Implement **traveler messaging** to...



Drive **policy compliance**



Reduce **costs**



Increase **traveler safety**



Increase **traveler satisfaction**

So, **how** do you **do it?**

With a **solid communication strategy**

Five steps for building a **communication strategy**



Set goals and develop clear metrics

- **Savings:** Reduce average hotel rate by 5%
- **Self-service adoption:** Achieve 50% with online booking tool
- **Policy compliance:** Increase timely expense submission to 50%
- **Traveler satisfaction:** Increase traveler satisfaction by 25%



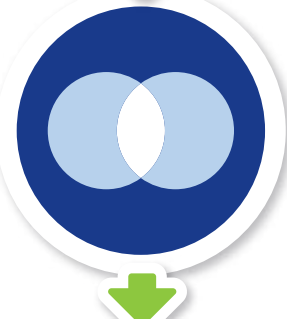
Develop key messages around goals

- Goal:** Improve self-service adoption by 50%
- Message:** Use the online booking tool to get the best rates
- Goal:** Improve hotel attachment by 2%
- Message:** Be sure to use the online booking tool to get the best rates for your hotel



Use your proven communication channels

- Use **new technology** and tools: Salesforce.com's Chatter, Yammer, targeted smartphone messaging
- Or **old technology** and tools: Email, intranet, newsletter, voicemail
- Start a **road warrior community:** Traveler tips, recommendations for hotels and restaurants, hotel ratings



Align communication channels to goals and messaging

- Goal:** Improve self-service adoption by 50%
- Message:** Use the online booking tool to get the best rates
- Channels:** Email campaign, OBT reminder, or newsletter article



Execute your plan

- **Start communicating** with your travelers
- **Keep what works;** get rid of what doesn't
- **Use successes** to inform new investments