Pitney Bowes cuts $2.7M in travel program costs and improves duty of care with DecisionSource® by BCD Travel

> *"This program is all about the traveler. If we enhance the traveler experience, we are more likely to get buy in. To achieve this we have to focus on education, on communication, and use our data to mine for trends and behaviors that we would like to change."*
>
> *Angela Paulus, Global Travel Manager, Pitney Bowes*

The challenge

Pitney Bowes, a global e-commerce company, had a best-in-class corporate travel policy. But traveler compliance was another story. Motivated to reduce travel program costs and fulfill their duty of care, they needed greater visibility into traveler behavior at the departmental level. Further, that behavior needed to be made transparent to department leaders who, they knew, held the best chance at influencing the decisions of their travelers.

Case Study

Our Approach

At the suggestion of their global account manager, Pitney Bowes turned to the Travel Report Card available via DecisionSource®, BCD Travel's proprietary reporting and analytics tool. Together they customized the Travel Report Card to center on business goals and concentrate on five controllable booking behaviors:

1. Lowest fare accepted per policy
2. Advance purchase on domestic flights
3. Advance purchase on international flights
4. Hotel attachment (hotel night to trip night)
5. Preferred hotel usage

Senior leaders were given a Travel Report Card which showed at-a-glance which departments had the highest noncompliance, and therefore, the biggest opportunity for change.

Department leaders were given a Travel Report Card specific to their department. Quickly they saw their overall compliance to policy, which specific behaviors needed to change and the biggest offending travelers.

Armed with traveler messaging, management was charged with educating travelers about travel policy and why compliance matters—both for safety and for savings.

The result

Visibility by senior leadership combined with healthy competition and actionable data spurred quick results by the departments. By communicating to travelers about specific behaviors they cut $2.7M USD from their total travel program spend in a single year. This included:

- $750,000 in unused ticket savings
- $400,000 in savings via the International Rate Desk
- $275,000 in savings due to 14-day advanced air purchase

What's more, the easy-to-understand Travel Report Card in DecisionSource inspired Pitney Bowes to create an easy-to-understand summary of their travel policy known as the "explainer", further increasing both compliance and duty of care.

"Travel is the buzz of the company for days after delivery of the travel report cards."
Chris Reinke, Director, North American Strategic Sourcing

Improving duty of care with DecisionSource Traveler Security

Duty of care is a hot topic at Pitney Bowes' quarterly traveler forums. With their tagline, "If we can't find you, we can't help you", the importance of having an updated traveler profile is a key message.

With up-to-date traveler profiles and DecisionSource Traveler Security, the travel and security departments at Pitney Bowes are able to locate and communicate with travelers in times of crisis.

Industry
Technology

Number of employees
15,000

BCD travel