

# Capture savings from end to end

## Program reinvention boosts traveler satisfaction



Kellogg Company used every traveler touch as an opportunity for savings

**13%** ↓

drop in net cost per trip mile

**26%** ↑

increase in hotels booked in program

**11%** ↓

reduction in average hotel room rate

**68%** ↑

increase in 21-day advance U.S. domestic air bookings

**30%** ↑

increase in 21-day advance international air bookings

**10%** ↑

increase in online bookings



### What's the secret?

Travelers get advice on the front end about what they won't be reimbursed for on the back end. The same agents support them throughout the trip cycle—from pre-booking to final travel and expense reimbursement.