

# Engage travelers in your program

## Increase on-the-road satisfaction and productivity

LinkedIn had grown quickly from a startup to a globally recognized company; many employees weren't aware of travel policies or how the program could simplify and improve their lives on the road

The company created a traveler engagement campaign to educate employees about the travel program and encourage them to use it

It worked—in two years, **traveler satisfaction rose to 84%**, a 20-percentage-point increase

## Additional benefits



Travelers became happier, more productive and better connected throughout their trips



The effort led to a Travelln brand that's highly recognizable and boosts traveler trust



New digital tools enabled timely messages prompting travelers to spend smartly