

Traveler engagement increases online adoption and generates US\$350K in savings

Highlights

- ✓ A 60% online adoption rate in four months, with an all-year average of 50%.
- ✓ A 9% drop in regional air fares and a 16% drop in long-haul fares, generating over US\$253,000 in ticket price savings.
- ✓ US\$98,000 saved on transaction fees.
- ✓ Over US\$350,000 total savings on managed travel spend in a single year.



Challenge

Our customer, a leading provider of energy and automation digital solutions, wanted to **increase employee adoption of their online booking tool. The aim was to improve travelers' booking experiences and drive savings** in Singapore. Other APAC markets showed strong levels of online adoption, but Singapore's adoption rate was close to zero, three years after the tool was made available.

Approach

BCD Travel developed a plan to target the key users – travel bookers and frequent travelers. BCD invited 33 bookers and 945 travelers to **training sessions and bi-weekly forums** to explain how to book trips using the online tool. The sessions also explained the benefits for travelers—that the online booking tool would increase their booking choices and save them time when booking. Bookers and travelers then received **targeted messages** via internal communication channels to encourage them to book their trips online. When bookers or travelers called BCD to make a reservation, they were **reminded of their company's aim** to improve online adoption and **encouraged to use** the online booking tool instead.

Results

Between March and June, the online adoption rate increased to almost 60%, with the 2019 average reaching 50%. This increase in online adoption saved our customer over US\$98,000 in transaction fees. But the real savings were in the cheaper airfares booked online. Regional air tickets booked online were on average 9% cheaper than those booked offline. Long-haul travel was 16% cheaper when booked online. The growing awareness of these significant price differences helped persuade more travelers to book online and choose the lowest airfare. This generated over US\$253,000 in average ticket price savings. Combined with the transaction fee savings, our **customer saved over US\$350,000 in a single year.**