

# STREAMLINED PROCESSES RESULT IN SAVINGS FOR ITALIAN TECH COMPANY

After multiple expansions and acquisitions, process optimization led to increased online booking tool adoption and better rates for hotel and rail

## Challenge

A rapidly expanding tech company needed to adjust its travel processes to accommodate new demands from growing its business and increasing its workforce.

## Approach

BCD Travel conducted an in-depth hotel analysis and implemented Cytric, a robust online booking tool (OBT) to optimize processes, drive savings for hotel and rail bookings, and align traveler profiles with existing HR systems.

## Results

- Improved travel processes
- Increased OBT adoption from 21% to 43%
- €46,000 savings on hotels through better hotel rates and room availability
- 40% savings on rail through carnet train tickets integrated into the OBT

## The customer at a glance

**Industry:** Tech company developing management software solutions

**Headquarters:** Pesaro, Italy

**Number of employees:** 3,000+

**Annual revenue:** €695 million



The client, a leading Italian tech company undergoing rapid expansion and multiple acquisitions, needed to adjust its travel processes to accommodate new demands from its growing business and increasing workforce. Partnering with BCD and implementing technological solutions resulted in improved travel processes and travel booking savings.

## Challenge

The client was challenged with integrating new business entities into its existing travel processes. The company needed a solution that would make travel bookings accessible to all employees while maintaining control over corporate travel spend, including those of the newly acquired companies. Traveler profiles needed to be aligned between booking systems and HR systems to streamline travel expense reporting from all entities.

## Approach

BCD's consultative approach to address the client's challenges in process optimization and travel savings included several areas:

### Hotel program

BCD's experts conducted a detailed analysis of the company's hotel spend. The analysis revealed a significant number of last-minute hotel bookings at popular tourist destinations, resulting in limited room availability and increased rates. The experts identified key properties to negotiate for better hotel rates and room availability — even at peak times during the summer. This strategy provided significant hotel savings of €46,000 while simultaneously improving traveler satisfaction.

### Online booking tool

BCD implemented Cytric, a robust online booking platform empowering travelers to make bookings themselves while complying with their company's travel policy. The OBT not only gave them access to the same preferred hotels they used to book before but now at better rates; it also saved them time when booking hotels, reduced hotel costs for the company, and increased their safety because their company knows where they are in case of an emergency.

### Carnet train tickets

BCD integrated Trenitalia carnet tickets into the OBT, accompanied by detailed reporting features. The integration allowed travelers to access discounted train fares, resulting in 40% savings on railway tickets and improved efficiency.

### Traveler profiles

HR feed technology was applied to ensure traveler profiles remain up-to-date and are aligned with expanding corporate systems. This facilitated automatic connection between BCD's system for traveler profile management and the customer's platform for people management.



## Results

Partnering with BCD and implementing technological solutions resulted in significant benefits:

- Up-to-date traveler profiles, simplifying expense reporting and streamlining administrative processes.
- 40% savings on railway tickets by integrating Trenitalia carnet tickets into the OBT.
- €46,000 savings on hotels through negotiated rates.
- Increased OBT adoption from 21% in 2022 to 43% in July 2023.



Improved travel processes



40% savings on railway tickets



€46,000 savings on hotels



Increased OBT adoption



**It's crucial to understand our client's needs and listen to where they want to be. BCD's Program Management and leadership did just that and worked in partnership with the client to create the results they wanted. We're excited to take the next steps together and support them in reaching their overall company goals.**



**Federica Ballone**

Program Manager at BCD Travel Italy