

Tripsource's connected booking, service and engagement delivers adoption increase and cost savings for global oilfield services company

Challenge

Unsatisfied with its previous online booking tool (OBT), the client sought to modernize its travel program and introduce a scalable global solution. Challenges included a fragmented booking and trip experience, low OBT adoption, limited real-time traveler engagement, and needing to reduce agent touchpoints and average transaction price (ATP).

Approach

BCD's teams collaborated with the client's stakeholders to address OBT pain points. BCD's booking and trip management solution, Tripsource, was selected and deployed globally to provide a single, connected booking, service and engagement experience across booking, trip management, messaging, and service support. Advito supported an implementation campaign to drive adoption.

Return on investment

In just three months, the client's ROI included:

- 11% increase in OBT adoption
- 4% reduction in ATP
- Reduction in offline touchpoints by 10%
- Increased traveler engagement
- Improved program compliance
- Fewer manual interventions needed, resulting in increased operational efficiency

The client is a multinational organization in the oil and gas sector with operations spanning numerous countries. Its complex travel program supports a diverse workforce and a broad range of business activities worldwide.

Challenge

The client was seeking to modernize its travel program by improving the traveler booking experience while driving stronger policy compliance and measurable cost savings. Unsatisfied with its previous online booking tool (OBT), the client wanted a more robust, user-friendly solution that also provided efficiencies for its travel program across 26 countries. Key challenges included:

- Fragmented booking and trip management experience
- Low OBT adoption
- High agent touchpoints and average transaction price (ATP)
- Limited real time traveler engagement and communication during trips
- Lack of a scalable, global solution aligned to future technology strategy



Approach

BCD's Program Management and Product Development Teams prepared proposals outlining ROI calculations and savings, and hosted technology demos with the client. They collaborated with key leaders and stakeholders to address the client's pain points with their past OBT. After reviewing different products, BCD's booking and trip management solution, Tripsource, was selected as the client's primary digital engagement platform. Tripsource stood out to the client for its ability to provide a connected booking, service and engagement experience unavailable elsewhere. The team implemented Tripsource to align with global travel policy while accommodating regional nuances, enabled multi source content to support smarter booking decisions, and activated low-cost carriers through business travel account cards and central payment cards. To maximize adoption, BCD highlighted an intuitive user experience and consistent traveler communications supported by Advito, while also ensuring travelers were supported across the full journey – before, during, and after travel.

Implementation Overview



Service locations implemented

Online booking in five countries, and offline booking through a dedicated agent team in 15 countries all through Tripsource.



Implementation timeframe

8 weeks from kick off call to go-live date.



Go-live approach

Targeted communications and enablement with an Advito campaign including custom banners in Tripsource to ensure policy compliance, training materials and videos for the travel management team, arrangers, and travelers.



Change management

Traveler centric messaging, easy access to training and support materials, self service features and email campaigns to top arrangers.

Return on investment

Within three months of implementation, the client realized meaningful improvements across key performance indicators:

- **Increase in OBT adoption:** 11% increase compared to the same period the previous year.
- **Reduction in ATP:** 4% reduction in ATP compared to the same period the previous year.
- **Reduction in offline touchpoints:** Contact volumes declined by 10% YoY.
- **Traveler engagement:** Increased usage of trip management, messaging, and self-service features
- **Program compliance:** Improved visibility and policy alignment at the point of booking
- **Operational efficiency:** Fewer exceptions and manual interventions needed from BCD's dedicated travel team.



Tripsource technology – GREAT! Everything is working as designed, and the implementation has been highly successful. Travelers have responded positively, and the overall end-user experience is significantly improved. I'm very pleased with the outcome, and the entire implementation team has been exceptional.

Global Travel Manager at the company



Our relationship with this client is built on years of collaboration, transparency, and shared accountability. Throughout the Tripsource implementation, that mutual trust helped us move quickly, make practical decisions, and align the solution to program needs resulting in a smooth rollout and strong confidence in the technology and support model. We're equally committed to sustaining that momentum, driving the program forward and continuing to evolve the program together.

Christi Boland

Vice President, Global Client Team at BCD

Why Tripsource

This implementation demonstrated how Tripsource delivers value through a traveler-first connected booking, service and trip management experience. By centralizing trip planning, booking, messaging, itinerary management, and policy guidance, Tripsource drives measurable adoption and cost outcomes while supporting global consistency. Through real-time, two-way communication, Tripsource can boost traveler engagement and keep travelers, arrangers, and agents connected through a single point of configuration across booking methods and service channels. Tripsource provides a scalable foundation for continuous optimization and innovation across web and mobile, tailored to each travel program.

