

Leading global ERM company increases program adoption and traveler satisfaction with BCD's Tripsource platform

HOW A GLOBAL ENERGY, RESOURCES AND MARINE COMPANY MODERNIZED ITS TRAVEL BOOKING EXPERIENCE

Challenge

Lacking mobile capabilities and global reach, the company's legacy online booking tool struggled to keep pace with evolving traveler expectations and the organization's own complex needs.

Approach

BCD collaborated closely with the global energy, resources and marine company to co-create foundational elements of the Tripsource platform, delivering a modern booking experience, expanding travel content and introducing mobile capabilities across the globe.

Results

- Online adoption rose by 15 percentage points from 2023 to 2025
- Global online booking expanded to 11 more markets, reaching 42 markets total
- More than 40,000 registered Tripsource users
- Improved traveler engagement

With a complex global travel program spanning major business markets, offshore operations and challenging international destinations, a leading global ERM company required a modern travel platform capable of meeting its complex needs, global reach and evolving traveler expectations.

Challenge

The company manages travel in some of the most complex environments in the world, from major business hubs to far-flung locations and offshore sites. Its legacy solution failed to support its reach, user expectations or complex operational requirements.

To support its scale, the organization needed a modern travel platform that could deliver a consistent experience for employees and contractors worldwide.

Approach

The organization needed more than a technology replacement. It sought a collaborative partnership through which it would shape the future direction of the platform itself.

In 2022, the company partnered with BCD to implement Tripsource as a unified global platform with the goal to simplify booking, expand content access and drive adoption across markets.

From the outset, the partnership was rooted in deep collaboration between the client and BCD teams. Together, they jointly designed and developed key

components of the platform, from optimizing workflows and refining booking and checkout logic to enhancing exchange functionality and shaping the overall look and feel of Tripsource. The company's hands-on approach heavily influenced the product roadmap and ensured scalability across global markets.

The rollout phase comprised a market-by-market deployment backed by BCD's dedicated support with organizational change management, user education and traveler adoption.

Today, the BCD client utilizes Tripsource on a global scale for full end-to-end bookings across air, hotel and ground transportation.



Return on investment

Travelers gained an intuitive, mobile-enabled booking platform, while the company benefited from newfound global consistency, stronger traveler engagement and a solid foundation for future innovation.

Since 2023, online adoption has increased by 15 percentage points. Tripsource expanded to 42 of the company's global markets reaching 84% online coverage. By May 2026, more than 40,000 users had registered for Tripsource, and the solution achieved a global traveler satisfaction score of 8 on a 10-point scale.

Mobile functionality was available from the start, enabling travelers to book and manage their trips seamlessly across desktop and mobile devices with a consistent experience. The platform expanded access to travel content, including low-cost carriers and enabled broad deployment across global markets.

This collaborative model heavily influenced the evolution of Tripsource into the mature global platform that now supports a diverse range of multinational customers including some of the largest travel programs in the world.



This partnership played an important role in shaping the evolution of Tripsource as a global booking platform. The client's engagement, feedback and vision helped accelerate innovation and deliver meaningful improvements for organizations and their travelers.

Jim Mahoney,
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