

GlaxoSmithKline – France
Case Study

Empowering users helps reduce travel costs

*Tailor-made online booking
solution pushes online adoption
rate at GlaxoSmithKline by 84%*



The challenge

GlaxoSmithKline France needed to boost its online adoption rate and reduce travel costs. The company needed a user-friendly solution allowing travelers to plan and book their own trip within travel policy guidelines, with room for flexibility to prevent frustration.

The solution

BCD Travel offered an online booking tool to increase the online adoption rate, reduce costs and improve compliance. Travelers were allowed to book and manage their own business travel on one global platform.

The solution was tailor-made to GlaxoSmithKline's travel policy criteria. Travelers were encouraged to book best buy compliant offers for flights, trains and hotels at least 14 days before departure. The solution empowered users to make their choice as if it was for personal reasons. Plus, it allowed the flexibility they needed to fit their agendas.





Results in brief

- An increased online adoption rate of 84% in 3 months
- Compliancy of 14-day advance purchase option from 25% to 65% - allowing 10% gain on average price of tickets on top destinations in the context of overall increase in prices
- Less stress for travelers
- Detailed reporting that measures savings
- A tailor-made solution based on travel policy criteria with room for flexibility

Based on accurate travel data gathered via the online booking tool, GSK was able to measure the real costs of business travel, set up a campaign to promote the travel policy, and determine how effectively travelers used the solution.

The results

Implementing an online booking tool has simplified our client's travel management program and empowered travelers. The processes put in place supporting them have resulted in a significant increase in travel policy compliance, reducing costs and travel-related risk for both travelers and the company.

The online booking tool simplified travel management with a single point of entry to look for information, make reservations and insert notes such as hotel or restaurant bills, which resulted in more accurate travel management data.

The tool ensured traveler empowerment: by booking their own transport travelers were able to look for best-buy offers. The mandatory 14 days anticipation process included in the global policy resulted in cost reduction and less stress.

Plus, the tool did not exclude unexpected disruptions such as a last minute modification of appointments by clients. Users could still choose the flex or best buy offer that best fit their agenda, which not only minimized frustrations but also increased both user satisfaction and travel experience.

Thanks to those operations and an intensive support of the change management process, GlaxoSmithKline France was able to reduce costs, avoid ineffective travel and better comply with existing supplier contracts.

Behind the scenes

BCD Travel developed a close partnership with GlaxoSmithKline France both on an operational and strategic level thanks to its field experience advice and market intelligence benchmark.



Industry
Pharmaceutical

Annual T&E in France
€ 4 million

Number of travelers
1,500

Transactions
20,000

The two-step program included a pilot phase and a launch phase, monitored and supported by BCD Travel. A representative sample of 20 users provided constructive feedback on experience and needs that were translated into the configuration of the online booking tool. The solution was then deployed in six entities as a single point of entry to ensure uniformity of data treatment. Change management was supported by top management ambassadors and an extensive training program.

Further expansion and framing will be based on return on experience and results. Mobility, door-to-door and extending the hotel program are the next steps to further improve traveler experience.

What is GSK management saying ?

"BCD Travel shares the views of GSK's Business Travel on the future and wants to improve them. We were seduced by their professional but yet human approach. They listened and anticipated our needs with tailor-made solutions. BCD Travel keeps client satisfaction at heart."

Stéphanie Rypinski, Sourcing Group Manager (Travel, MICE, R&R and CRO) – GlaxoSmithKline France