



Reed & Mackay Case Study

Reed & Mackay is one of the top 10 corporate travel management companies in the UK, serving clients on a global basis. The agency takes a partnership approach to focus on solutions that continually improve service and drive costs down for clients.

Challenge

One of Reed & Mackay's corporate customers, Jardine Lloyd Thompson (JLT), decided to take its travel program online. It employed Reed & Mackay to redefine its travel policy and serve as a consultant to help choose an online travel procurement solution. An insurance broker and risk management advisor, JLT spends more than £5m on travel yearly, the majority of which is international. Travel bookings are handled 96 percent of the time by travel bookers. JLT targeted reducing average daily ticket prices and operational costs with its move to an online program.

Solution

After reviewing all the primary booking engines and consulting with Reed & Mackay, JLT determined that GetThere® was both the easiest to use and the best choice to accommodate JLT's travel policy. Reed & Mackay had previous rollout experience with GetThere, working closely with their Partner Success Manager, who lends further support to program implementation and overall success. JLT rolled out GetThere with a soft mandate in mid-2007 to about 2,000 employees in 26 UK offices. Initially requiring all European domestic one-way and round trips be booked online, the company moved to a full mandate in October 2007, extending the trial to include Europe.

After the initial rollout, several steps were taken to maintain momentum:

- > Online and onsite orientation sessions with travel arrangers achieved 85 percent participation
- > Ongoing user group sessions included incentives, prizes and contests to volunteer participants
- > Identification of "super users" to provide assistance to other travel bookers

Results

JLT's results are overwhelmingly positive.

- > Reached 80 percent adoption in January 2008
- > Significantly reduced costs by increasing policy compliance through restricting flexible economy tickets:
 - Realized 6 percent savings on UK to EU routes
 - Realized 12 percent savings on domestic UK routes
- > Reduced operational costs by 25 percent
- > Anticipates annualized savings of £100,000 through a combination of reduced average ticket value and reduced operational costs
- > Redeployed resources to drive better value and handle complex issues

No Boundaries. Just GetThere.

Implications

Reed & Mackay rolled out GetThere with other clients in 2007 as well, more than tripling its number of GetThere bookings. The agency anticipates exponential growth of GetThere bookings in 2008.

It has also turned its focus to several important initiatives:

- > Increasing touchless ticketing percentages in 2008
- > Maintaining a dedicated online help desk
- > Ensuring all clients are profiled to calculate online potential and associated cost savings
- > Delivering client communications through seminars and various marketing techniques

Reed & Mackay states that the resources and services from GetThere are unmatched in the industry and fully capable of supporting booking growth for both multi-nationals and reseller agencies.