



Internal booking process – consultation project

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Our client is the leading contract catering company in the Nordic and the Baltic countries and has almost 1,400 restaurants in Finland, Sweden, Norway, Denmark, Estonia, Latvia and Russia. With two business areas, food services and bakeries & confectionery, they are the leading bakery company in Finland and one of the leading companies in the entire Baltic region. Their bakery products are exported to over 15 countries.

Our client was looking for savings to help counter the effects of the global recession and came to us looking for significant savings on their current travel process and travel expenses, as well as a general examination of current procedures and protocol.

They wanted to find out what the current cost for their internal travel booking process was, and if they were on the right track in their current booking solution. They also wanted to identify the types of travellers within the company in order to find savings opportunities within the group.

Together with the client, HRG agreed on a consultation project where the goal was to measure cost for the current internal booking process and find out what would be most efficient booking process for them in the future. The project also included traveller analysis, where the goal was to identify certain traveller groups and find savings opportunities. HRG created a template to calculate and estimate every different type of booking channel and process. Using this data within the template we were able to find the cost of the current internal booking process and therefore to look at the savings opportunities created by changing booking patterns. By using this client data HRG investigated and identified different traveller profile groups.

For internal booking process savings, HRG was able to confirm that the most efficient booking process was to use online bookings made by the traveller. HRG was able to confirm that this process was the way forward and went on to show where savings could be further leveraged within their internal booking process.

The clients' traveller profile analysis was successfully finalised and HRG was able to identify certain traveller groups where savings would be possible to achieve.

This consultation project was also very productive for HRG as we were able to find a new perspective for client savings and found a way to measure our client's internal process costs efficiently and effectively. Our client was also very happy with the results and was able to achieve savings by following HRG recommendations and actions.

Our client commented *"This project was very productive and gave us confirmation that we are heading in the right direction of travellers making their own bookings through the online tool, instead of using a travel arranger organisation. HRG was also able to show us savings opportunities within certain traveller groups throughout the company."*