



Online adoption and travel policy compliance

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Our client is the Nordic region's largest search company, enabling consumers and companies to easily locate where to buy services and products – regardless of whether the channel is internet, catalogue or mobile, with 3,900 employees in the Nordic region (Sweden, Norway, Denmark, Finland) and Poland.

The organisation had changed from country-based to being function-based, working across borders in the Nordic region. The travel team had noticed substantial local differences concerning adherence to travel policy as well as fare paid per trip. Although the client's travel policy has always been strict, advising the travellers to book the lowest available option, travellers in Sweden and Finland performed at a lower level than their colleagues in Norway and Denmark. The client's objective was to increase online adoption and reduce travel cost, without reducing the level of activity.

HRG advised on possible ways to mandate travel policy both offline and online. New guidelines for travel were introduced with all bookings made online by the traveller and only travel arrangers allowed to call or mail HRG for reservations. Travel authorisation process was set up in HRG Nordic online, making sure travellers booked within policy. All reservations exceeding 20% more than lowest fare, was defined as "out of policy" and subject to approval by the traveller's manager.

After introducing the new guidelines our client has reduced their travel spend by 20% in the first quarter of 2011 compared to the first quarter of 2010. Average fare paid per trip in Sweden was reduced with 25%, and number of trips increased by 5%. Online adoption has improved dramatically; from 42% to 67% for all countries.

Our client is very satisfied with the results so far and has told us that this is a direct result of our collaborative and communicative working relationship. By listening to the brief and implementing effective solutions HRG have delivered considerable cost savings whilst maintaining travel levels.