

# How Better Business Travel Technology **Impacts the Bottom Line**



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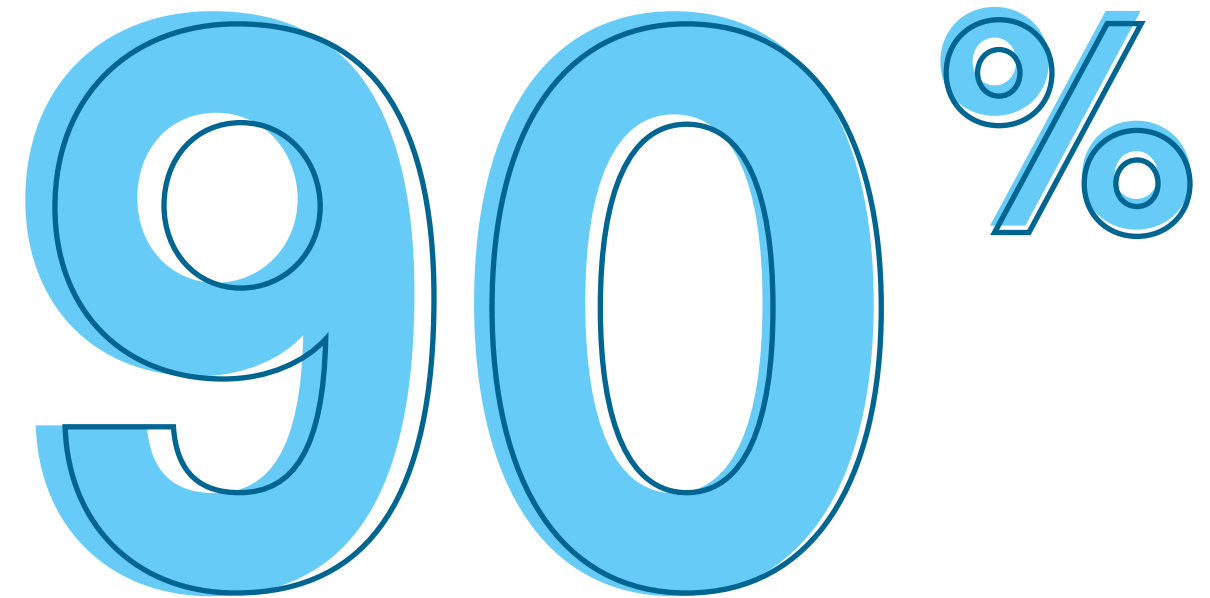
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# Improving the business travel experience has become a **game-changer for road warriors and finance teams.**

Fully 90% of business travelers say travel is essential to company growth, and it's no wonder — face-to-face meetings are reported to drive [40% greater closing rates](#). Unfortunately, however, many organizations either don't have a managed travel program in place, or have implemented a travel program that employees simply... hate, and therefore, don't use.

If employees aren't booking their travel through a single platform, there's no reliable way to keep track of traveler spend and behaviors. Without visibility, there's no room to optimize for cost savings. And when you note that **business travel expenses make up on average 10% of a business' overall spend**, the importance of a well managed travel program becomes abundantly clear.

**It's difficult — if not impossible — to reap the revenue-boosting rewards of business travel when the associated spend isn't checked.**

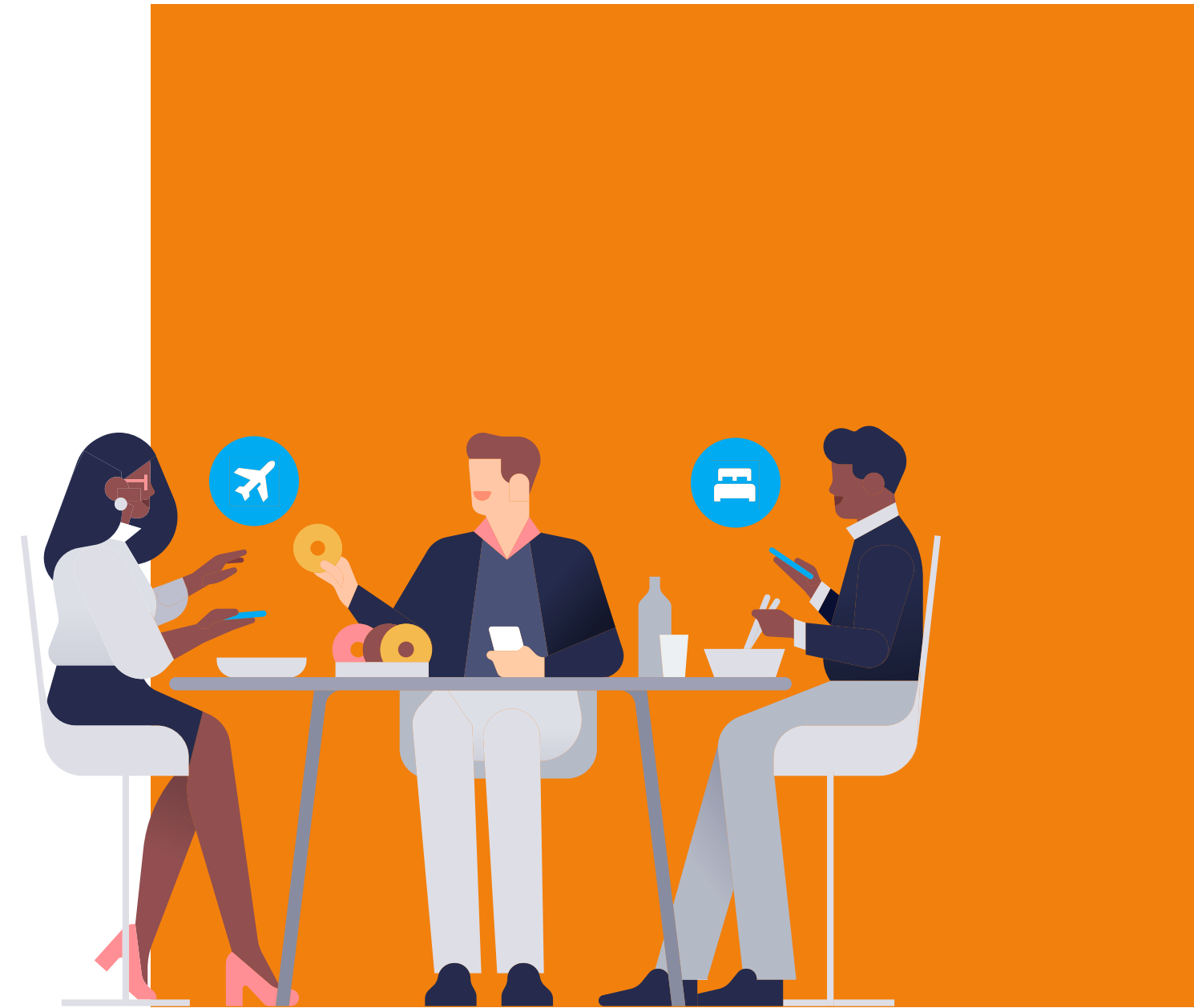
A large, stylized blue graphic consisting of the numbers '90' followed by a percentage symbol '%'. The numbers and symbol are rendered in a bold, rounded, sans-serif font with a slight drop shadow, giving them a three-dimensional appearance. The entire graphic is set against a plain white background.

of business travelers  
say travel is essential to  
company growth

## Improving the business travel experience has become a game-changer for road warriors and finance teams.

Luckily, though, there is a solution to this dilemma – today’s advanced, machine-driven technologies are making it easier than ever to track and manage travel spend. Not only are they better for travelers familiar with user-friendly consumer travel apps that offer loads of choice and personalization, they’re great for finance teams and travel managers, too. Clarifying what’s in and out of policy from the get-go while also considering traveler history and preferences, these solutions not only drive adoption, they also make it easy to apply the right policy parameters to each and every booking.

While it may have once seemed impossible, today’s most state-of-the-art travel technology can generate tremendous savings while also improving employee satisfaction. This ebook outlines the challenges finance teams come up against when they don’t have the right travel technology in place, and highlights how those same teams can digitally transform their business travel tech stack to drive more top-line growth and bottom-line savings.



# Do you know how travel expenses **impact** your **bottom line**?

## Business Travel Drives Business Growth

- 90% see business travel as a driver of growth
- 91% prefer to close a deal in person even if they have to get on a plane

91%

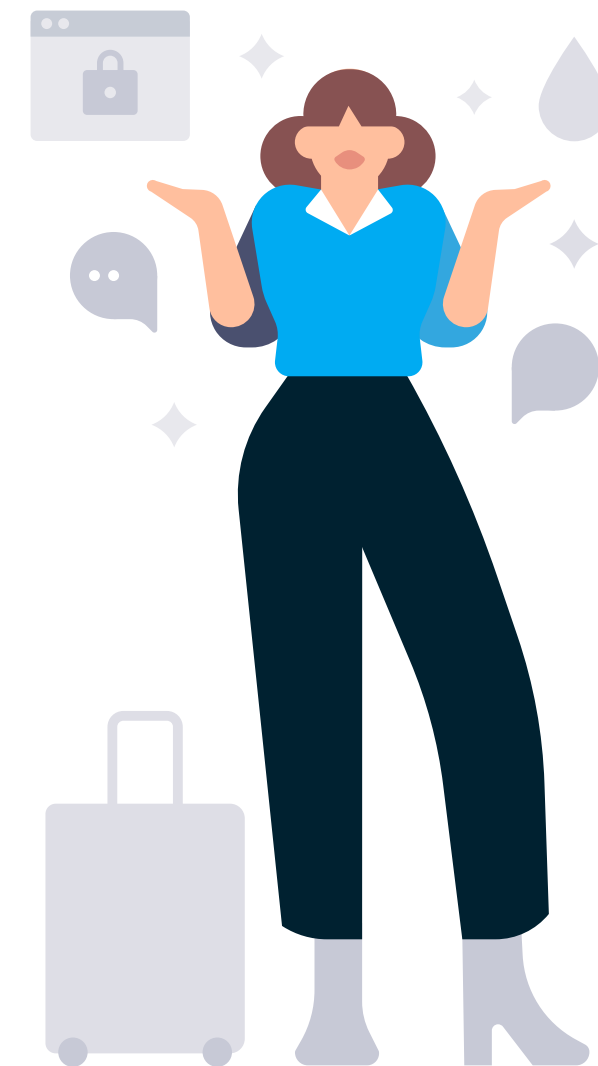


Prefer to close a deal in person even if they have to get on a plane

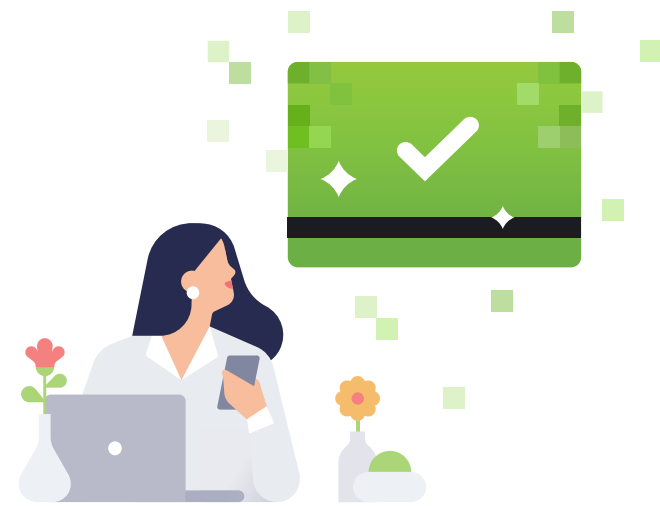
# Yet there's a problem...

**A lack of visibility into where and how travelers book and spend means your finance team can't:**

- Identify areas of concern
- Curb habitual over-spenders
- Intelligently forecast and allocate budget
- Gain the insights needed to optimize spend and savings



# Let's start with **unmanaged** employee travel...



## Less cost-effective bookings:

- Travelers tend to book according to personal preference & loyalty clubs, not what's best for the business
- Inventory is often resold at marked up costs on consumer travel aggregation sites
- When travel policy isn't applied through the booking platform, it's hard to enforce (and that's if there is one)



## Employee productivity costs:

- It can take travelers over an hour to compare fares and ensure they're booking their preferred flights, lodging, and more while also considering price

# And then there's **managed travel program leakage**

Legacy corporate travel management solutions don't hit the mark:

- **Lack of inventory:** Travelers don't have access to the same wide variety of flight, lodging, car, and rail options as when booking personal travel.
- **Lack of personalization:** Most legacy tools don't take traveler preferences or past bookings into account during a search.
- **Lack of clear in-policy parameters:** It's often unclear what's in and out of policy until after a selection has already been made.
- **Lack of on-the-go support for road warriors:** 64% of business travelers feel they have to fend for themselves when something goes wrong on a trip, and only 8% say their travel agent reaches out proactively if there's a delay, cancellation, or other change.

Because of this, it's no big surprise that 50% of travelers turn to more user-friendly consumer travel booking apps to book business trips. Which bring us to our next question...

64%

of business travelers feel they have to fend for themselves when something goes wrong on a trip



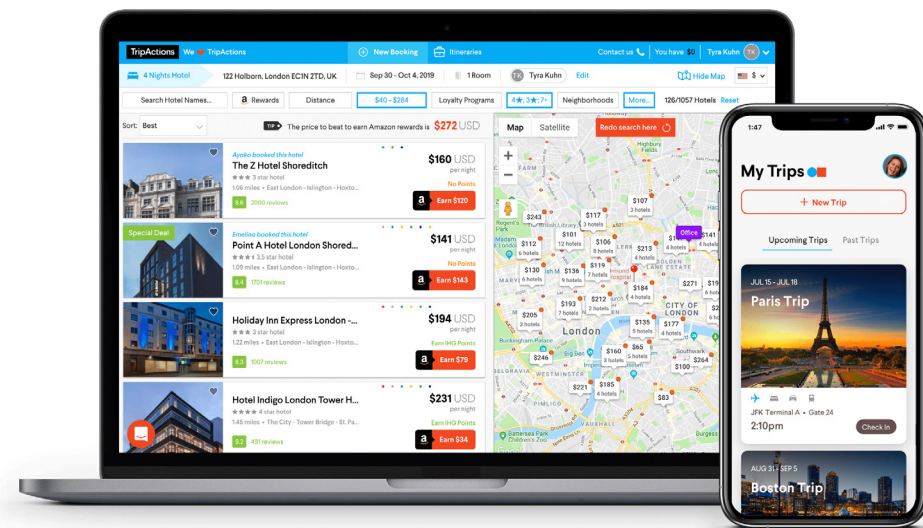
# Will your **road warriors** comply with your travel program?

## Traveler adoption is essential for program success

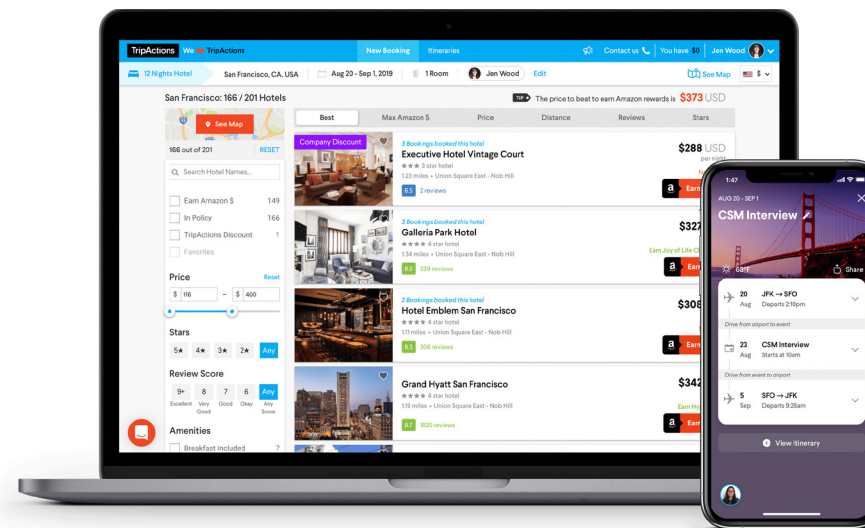
- Without adoption, there's zero visibility into bookings and spend
- Without visibility, you can't determine more appropriate policies or promote more cost-conscious booking behavior



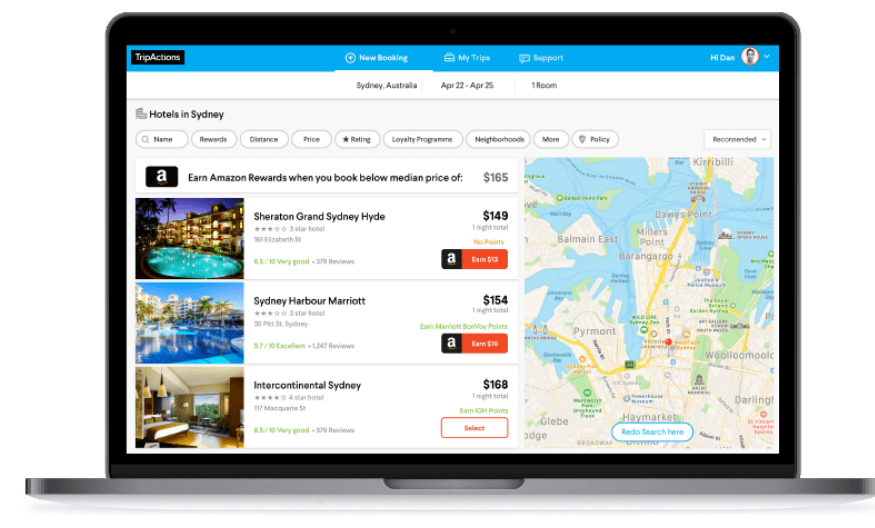
# Luckily, there are a few tried-and-trusted ways to encourage more adoption:



Offer a wide variety of flight, lodging, car, and rail inventory – including ancillary products – to **match the consumer shopping experience** and suit every traveler's preferences



Use machine learning-enabled **technology** that constantly learns from traveler data to surface the most relevant and personalized booking results, removing the wasted time on searching multiple sites or scouring hundreds of listings

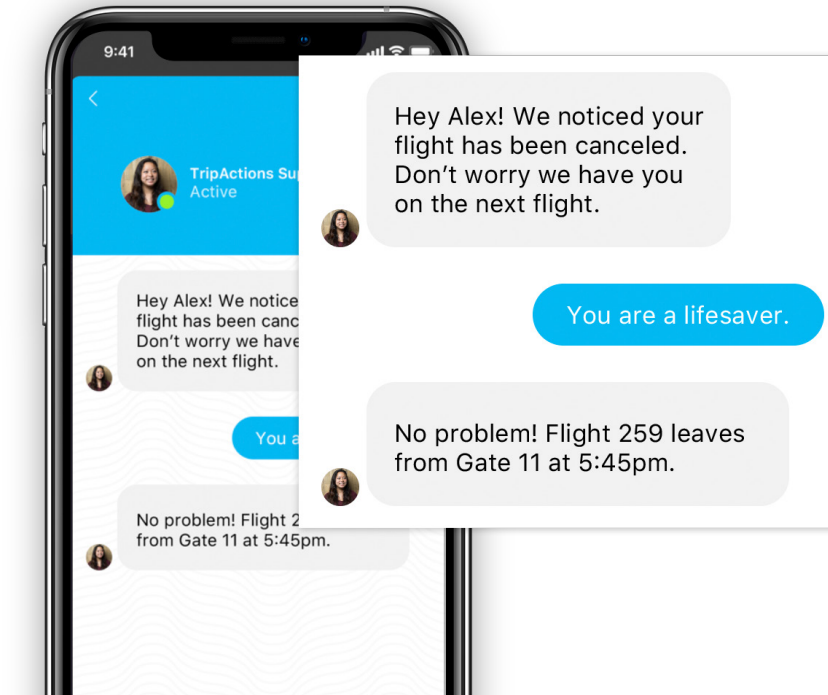


Implement a **dynamic policy** that considers variables such as trip location and date and clearly displays a median price for every individual search

Luckily, there are a few tried-and-trusted ways to encourage more adoption:



Invest in a solution that comes with a **mobile app** to make it easy for travelers to access itineraries, make changes, or receive support on the go



A solution that offers global, proactive 24/7 365 travel agents who take care of your travelers no matter when or where they need it

## Measure traveler satisfaction to measure program success:

TripActions believes traveler happiness and adoption are crucial for travel program success, which is why we've built those metrics directly into our reporting. Our customers can get a real-time pulse on usage and satisfaction, gathering the insights they need to make more informed decisions moving forward.

# A few key takeaways: What's the financial impact of your travel program

- Being there in person is powerful: Travel drives business growth
- But travel can't be effectively managed or optimized without travelers booking travel on a single platform
- Modern technology delivers a superior user experience employees love so they want to book within the tool
- With high adoption comes increased travel spend visibility and the insights to optimize your program and savings
- Increased your top-line growth and bottom-line savings with TripActions.

[Sign up for a demo today >](#)



We believe being there in person is powerful. It enables employees to build relationships, close deals, and drive growth. Fast becoming the default for corporate travel, TripActions is the modern business travel platform that combines the latest machine learning-driven personalization with unrivaled inventory choice and proactive, global 24x7 live travel agents to delight employees, finance leaders, HR professionals, and travel managers alike—all while empowering organizations to seize travel as a strategic lever for culture and growth. Learn more at [www.tripactions.com](http://www.tripactions.com).



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