



Case Study

► Background - Starting Point

A company from the energy sector is faced with an increase in travel activity and in this connection with higher business travel costs amounting to an annual CHF 3 million. The company's former travel management provider did not maintain regular contacts. Behavior was of rather passive nature; Travel supplier did not advise proactively on how travel costs could be optimised. The travellers' preferred flights were simply booked and issued, without any in-depth examination of whether lower priced alternatives might be available. The cooperation was carried out with low transaction fees, but also with a lack of cost transparency.

► Solution

bta first travel provided the client with an optimisation analysis based on their travel activity. Various factors were taken into account, such as clients booking behavior, strategic reorientation for the main travel destinations, process optimisation, as well as providing a detailed key account management concept to optimise the travel policy, support in negotiations with key suppliers, detailed reporting and quality management.

► Result

The client agreed to a cooperation with bta first travel, following a successful preliminary test phase which fully convinced the client in terms of bta first travel consultants' personalised and all-time reliable services.

Benefits for the travel management: bta first's key account manager supported and consulted the client from the very first hour. New agreements offering more client benefits were negotiated with key suppliers; furthermore, recommendations for an optimised travel policy were provided and a cost-efficient invoicing solution was implemented. Travel costs and savings analyses are provided on a quarterly basis. By doing so, the comprehensive and transparent report highlights the realised and lost saving opportunities with specific reason codes. Potential cost optimisations are pro-actively advised.

Benefits for travel assistants: company's travel assistants are trained by specialised bta first staff on location and on the online booking platform. This has led to a significant increase of the adoption rate from 10% to 53% within only a few months. A client survey helped to determine any remaining uncertainties. These were then turned into a subject of discussion and optimised in a travel workshop that was organised for travel assistants.

Benefits for the company/client: travel costs were reduced by 10%. Travel activity and travel costs are regularly monitored and analysed by bta first. The client is proactively made aware of opportunities and risks. A clear and unambiguous travel policy prevents internal inconsistencies.

► Contact

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