

CASE STUDY:

Fair and Transparent Fees



OUR CLIENT

A computer software firm.

SITUATION

This company had mandated the use of a call centre travel agency. Fees were stated as \$55 for an agent booking and \$20 for an online booking, but they did not know what their average booking fee was. There were also several customer service issues reported by travellers, particularly for complicated bookings.

By not knowing what their average booking fee was, they were unaware of the real cost of booking fees, and unable to influence their travel policy behavior in order to control it and maximize their travel spend.

SOLUTION

Through our UNIGLOBE Travel Audit process we discovered their average complicated booking fee actually surpassed \$110 due to various add-on fees that were not readily apparent to the traveller or the company. We implemented a standard booking fee structure and replaced the call centre environment with our dedicated consultant team.

RESULT

Booking fees were reduced by 60% and the internal service rating for travel increased to 90% as rated by the travellers themselves.

FAST



SIMPLE



EASY

