

Case Study

Terumo BCT

Getting results no matter the circumstances

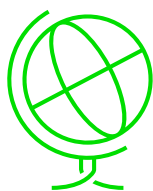


2015

In partnership with
FCM since 2015

550+

Travellers



Regions of trade with
FCM AMER & EMEA

Terumo Blood and Cell Technologies (BCT) is a multinational biosciences company and a global leader in blood component, therapeutic apheresis, and cellular technologies. Perfectly aligned with FCM in company culture, Terumo believes in the power of collaborative creativity and cultivates a work environment where associates feel valued and are inspired to contribute and really make a difference in the world.

When we started working with Terumo five years ago, the travel industry was booming, and people had many options for booking travel. Terumo was contending with program leakage and fragmented traveller buying behaviour, which was cutting into their ability to obtain the best rates, get visibility into their program, and track travellers in case of incident. They wanted to engage their travellers in a positive way, so that they could get the benefits of program compliance—like cost savings and meeting their duty of care—without forcing travellers to comply through hard mandates.

Then the COVID-19 pandemic hit, and suddenly Terumo was faced with an entirely new travel climate. Cost reductions and employee engagement became even more important, but the ways to achieve them had changed drastically.

In both these climates, FCM focused on what we do best: partnering with our clients in a strategic, proactive way—understanding their needs and using our experience and creativity to meet them swiftly.

Engaging travellers

Terumo BCT wanted to attain savings by focusing on traveller behaviours without mandating travel. They wanted to engage travellers by offering a great experience—helping them meet their strategic goal of developing integrated global reporting and consolidation, influencing travel buyer behaviour to increase savings, and elevating their traveller engagement with FCM.

Sharing the multitude of technology and benefits available to travellers reinforced this organic consolidation. During our quarterly travel reviews with Terumo BCT, we investigated aspects of the FCM products suite that we could customise to bring real value to Terumo BCT's travel program (for example, customised reporting, approval processes, and risk management solutions).

Additionally, we offered facts and advice on Terumo BCT's interests through the many webinars we conducted on travel tips and safety during COVID-19, through our return to travel tool kits, and via communication offerings powered by Shep to assist in policy consolidation.

One of our biggest impacts was to double the number of travellers who downloaded our Sam mobile app. We conducted a roadshow at Terumo's headquarters in Lakewood, CO which allowed many Terumo BCT travellers to engage with our travel consultants and their FCM account manager in person, learn about the technology we offer, and take action by downloading the app. Following the roadshow, the number of downloads doubled month-over-month, and we achieved **31% overall growth of travellers who downloaded the Sam app.**

Having the app makes it easy for travellers to make, change, or cancel a booking with FCM, rather than doing so with third party sites online. They also get the added benefits of custom travel alerts and assistance when they need it.



Creating savings in Terumo's hotel program

Together, Terumo and FCM identified the hotel program as a key area to achieve cost savings, especially as traveller engagement and compliance increased. Our FCM Consulting division negotiated with more than 40 hotels for Terumo based on their travel patterns and spend for increased savings.

With the hotel contracts that FCM Consulting put in place, **Terumo is projected to save 21% on their hotel program.** All their negotiated hotel rates include breakfast and WiFi, and all permit Terumo travellers to cancel less than two days in advance (many are 24 hours or less).

These preferred partnerships further strengthen the reasons for travellers to book within the FCM ecosystem to get negotiated rates and amenities that they can't get anywhere else.

“We have had a unique experience using 4D [FCM Consulting] to get a global travel program in place during 2020 when some hotels were closed. Instead of waiting, the 4D consultants dove right in utilising the slower time to really get in and get some good negotiated rates giving us a very big win during a very hard time.”

MICHELLE LETBETTER – COMMODITY ANALYST INDIRECT PROCUREMENT, SUPPLY CHAIN & LOGISTICS TERUMO BLOOD AND CELL TECHNOLOGIES



And then the pandemic happened...

Right in the middle of the successes Terumo was achieving, the novel coronavirus emerged and transformed the business and travel landscape. Like many companies, Terumo had to adapt quickly, and they turned to FCM for help.

Cost savings were more important than ever, but the way to achieve them had changed drastically. The traveller engagement they had built with FCM proved incredibly valuable, because their employees knew who to turn to for accurate, relevant information and for help navigating this new world.

Cost savings in a pandemic

As travel came to an almost complete stop, FCM was able to continue our cost savings efforts by changing focus: monitoring Terumo's unused tickets, applying refunds as necessary, and providing data on cost avoidance in managing these tickets. Our support in unused ticket management is reinforcing future cost avoidance and ultimately savings.

Along with monthly meetings to unpack their unused ticket reports, we provided Terumo with a breakdown of unused ticket usage along predicted levels when travel begins to increase. In all likely scenarios (whether travel returns at 100%, 50%, or 10% in the next year), Terumo should have no problem utilising their unused tickets before they expire.

In addition, the exclusive negotiated rates that we were able to secure for Terumo during their hotel RFP were implemented in June 2020, and we expect Terumo to see a large impact on savings as travel begins to pick up post-pandemic—getting them off to a strong start as recovery begins.

The value of traveller engagement in difficult times

The traveller engagement we had established with Terumo was instrumental in allowing FCM to quickly provide essential information to travellers once the pandemic hit—from travel bans and restrictions, to rates of new cases by location, to supplier cleanliness and safety guidelines.

Terumo's goals shifted to prioritize providing care and support to their travellers, which was much simpler to do as the travellers were already engaged in FCM booking and information channels.

“During the unexpected times that 2020 has provided in the travel industry, we have had a great partnership with FCM who has extended the normal travel relationship and duties to accommodate and keep us updated on any and all travel changes. They have been very proactive with moving airline tickets and updating any credits giving us a significant cost savings that we could have not done alone.”

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