

The logo for FCM CONSULTING, featuring the letters 'FCM' in a bold, white, sans-serif font, with a green vertical bar to the right of the 'M'. Below 'FCM' is the word 'CONSULTING' in a smaller, white, sans-serif font. The logo is overlaid on a dark, semi-transparent background that covers the top-left portion of the image.

**FCM** CONSULTING

The main title of the document, 'Corporate travel benchmarking stories', is written in a large, white, sans-serif font. It is positioned in the center-left of the image, overlaid on a dark, semi-transparent background that covers the middle-left portion of the image. The text is the most prominent element on the page.

# Corporate travel benchmarking stories



## Manufacturer's hotel programme

**Brief:** A manufacturer client wanted to validate whether they had the best negotiated rates in its corporate hotel programme.

**Analysis:** Hotel programme lead Rachel Newns analysed the company's top 10 visited cities over a six-month period. She analysed the number of hotel room nights, average paid for a room and volume traded through FCM globally.

**Outcome:** Rachel gave the client confidence to make the best decisions in their hotel programme. Through the benchmark analysis, Rachel not only confirmed that some rates were performing at market level, but she also identified anomalies. This helped the client focus on what hotels they needed to renegotiate with, and to define what 'consistent' looks like to them moving ahead. Context is hugely important. With her expertise and hotel contacts, Rachel navigated the data to not only inform the client but educate suppliers too.



## Air programme diagnostic

**Brief:** Similarly to hotel programmes, benchmarking air fares is typically part of a wider air programme strategy. One objective could be to understand how much a change in travel policy could cost an organisation. An FCM Platform feature allows this comparison, but it's the bigger benchmarking exercise that really delivers the value.

**Analysis:** While it is difficult to compare apples with apples, our FCM Consulting experts compare and benchmark data points such as how far in advance bookings are made and length of stay. Using FCM Consulting's smart ACiQ tool, they can overlay the client's contract data with travel data in one display to weigh up the differences and compare airlines.

**Outcome:** Validation and value. After analysis and recommendations, the client had the information they need to move forward with any changes to the travel policy, have the data to share internally to prove it, or can reignite conversations with airlines.



## FMCG company's travel policy

**Brief:** An FMCG client wanted to benchmark its travel policy against others. One objective was to understand how flexible/inflexible their travel policy was, and whether they were being generous enough (or not) with business class allowance.

**Analysis:** Project lead Juan Antonio Iglesias, Director of FCM Consulting EMEA compared the client's policy against the policy of a similar company, a business in a different industry, and an outlier. Using his insider knowledge and expertise, Juan analysed aspects of the policy against the others to compare and benchmark, for example, whether the policies allowed business class flights for journeys longer than four hours or six hours.

**Outcome:** Juan made recommendations to the client based on the benchmark exercise, with two angles. Firstly, cost control, suggesting ways the travel policy could be tightened or loosened to avoid incurring additional costs. Employee retention was the other, ensuring the policy is competitive and not so restrictive that employees would be put off.



With a blend of cutting-edge data capture, smart tools and decades of experience, travel managers can move forward with confidence in their programme performance and keep ahead of change. View more ways the FCM Platform can help travel managers have technology stacked in their favour.

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