

Travel Data Solutions

Enterprise Travel Program Data Optimization and Insights

Next Gen Travel Programs Driven By Data

Travel programs are being reimagined. The future of work and the needs of travelers are changing along with the emphasis of purposeful travel, which have given rise to a rethinking of travel programs and the roles of travel teams. Travel data is no longer an afterthought but a strategy to enable travel teams to be storytellers and make successful evidence-based decisions. The opportunity, to own and optimize travel data as it goes on to positively navigate this new phase of travel management.

Every touch within a travel program creates data. Booking data is captured by suppliers and TMCs, payment data is created during a trip and expense data is recorded often days and weeks after the event. That's a lot of data and viewed in silos it can be misleading but once consolidated is designed to tell a story. By positioning data as a starting point enables business objectives and initiatives to be driven by evidence and insights rather than guesses and hunches. Data-driven insights empower your company to:



**Further Increase
Savings and
Efficiency**



**Make Better Strategic
Decisions**



**Improve Employee
Experience**



**Manage Risk and
Compliance**



**Prepare for the
Future and Support
Business Growth**

Challenges

Enterprises are challenged with getting a better 360-degree view of their business. Global organizations often engage multiple travel management companies (TMCs) to cater to their diverse needs across different countries or regions, such as EMEA, LATAM, NA, and APAC. These dedicated TMCs can be assigned to certain regions to ensure a seamless and efficient travel experience. Grasping global insights on a deeper level can be complex as the data may need to be aggregated, consolidated, cleaned, normalized, translated, and enriched. Complexities can arise from having:

- Various systems, sources, vendors, data formats, and storage options
- Multiple subsidiaries, business units, or M&As
- A data team that is stretched thin trying to support multiple people
- Rapidly changing industries and technologies
- Business initiatives driving innovation around processes, people, or tools

Solution Highlights

Understand Spending Trends



37%
Air Spend Variance
from previous period



27%
Hotel Spend Variance
from previous period



-16%
Rail Spend Variance
from previous period



4%
Car Spend Variance
from previous period

P1 = Period 1 (Current) / P2 = Period 2 (Previous)

Division / Department	P1 Air Spend	P2 Air Spend	P1 Hotel Spend	P2 Hotel Spend	P1 Car Spend	P2 Car Spend	P1 Rail Spend	P2 Rail Spend	TTL P1 Spend	TTL P2 Spend	Air Variance	Hotel Variance	Car Variance	Rail Variance
US-Sales	\$9,059,146	\$7,497,469	\$3,395,713	\$2,817,877	\$175,692	\$201,351	\$66,242	\$179,681	\$12,696,793	\$10,696,378	↑ 21%	↑ 21%	↓ -13%	↓ -63%
US-Customer Experience	\$8,523,411	\$5,342,878	\$3,251,482	\$2,448,615	\$209,299	\$237,840	\$100,981	\$107,221	\$12,085,173	\$8,136,554	↑ 60%	↑ 33%	↓ -12%	↓ -6%
EM-Sales	\$4,489,352	\$3,029,989	\$1,042,822	\$706,634	\$11,476	\$11,019	\$280,229	\$278,805	\$5,823,879	\$4,026,447	↑ 48%	↑ 48%	↑ 4%	↑ 1%
US-Communications	\$2,876,813	\$524,661	\$1,322,860	\$197,963	\$38,098	\$14,544	\$74,548	\$3,679	\$4,312,319	\$740,847	↑ 100%	↑ 100%	↑ 100%	↑ 100%
EM-Customer Experience	\$2,685,770	\$1,027,655	\$378,943	\$229,191	\$167,484	\$12,531	\$88,395	\$64,713	\$3,320,592	\$1,334,090	↑ 100%	↑ 65%	↑ 100%	↑ 37%
US-Network Systems	\$1,618,220	\$1,065,621	\$1,034,921	\$676,889	\$40,155	\$15,682	\$2,948	\$5,965	\$2,696,244	\$1,764,157	↑ 52%	↑ 53%	↑ 100%	↓ -51%
US-Laboratory Science	\$1,421,129	\$1,990,698	\$733,701	\$918,415	\$26,643	\$58,635	\$9,162	\$38,721	\$2,190,635	\$3,006,469	↓ -29%	↓ -20%	↓ -55%	↓ -76%
AP-Sales	\$1,723,622	\$1,663,638	\$358,507	\$479,696	\$3,509	\$4,099	\$9,131	\$59,889	\$2,094,769	\$2,207,322	↑ 4%	↓ -25%	↓ -14%	↓ -85%
US-Marketing	\$916,030	\$1,087,495	\$692,048	\$579,800	\$22,885	\$17,649	\$42,490	\$52,272	\$1,673,453	\$1,737,216	↓ -16%	↑ 19%	↑ 30%	↓ -19%
US-Research and Development	\$904,541	\$939,759	\$381,857	\$543,139	\$49,717	\$42,314	\$2,459	\$476	\$1,338,574	\$1,525,688	↓ -4%	↓ -30%	↑ 17%	↑ 100%
US-Accounting and Finance	\$581,049	\$539,823	\$410,007	\$376,528	\$26,532	\$22,554	\$520	\$2,069	\$1,018,108	\$940,974	↑ 8%	↑ 9%	↑ 18%	↓ -75%
EM-Communications	\$743,261	\$197,738	\$136,805	\$59,126	\$1,093	\$201	\$39,521	\$4,403	\$920,680	\$261,468	↑ 100%	↑ 100%	↑ 100%	↑ 100%
AP-Customer Experience	\$658,804	\$1,413,188	\$188,400	\$638,661	\$18,403	\$126,124	\$15,108	\$73,534	\$880,715	\$2,251,507	↓ -53%	↓ -71%	↓ -85%	↓ -79%
LA Sales	\$410,510	\$417,817	\$191,801	\$120,074	\$10,470	\$10,470	\$10,470	\$10,470	\$802,420	\$698,810	↑ 16%	↓ 56%	↓ 100%	↑ 100%
Total	\$39,066,802	\$20,581,867	\$14,194,448	\$11,177,900	\$804,925	\$772,770	\$769,157	\$920,280	\$54,835,332	\$41,452,717	37%	27%	4%	-16%

Identify Benchmarks and KPIs

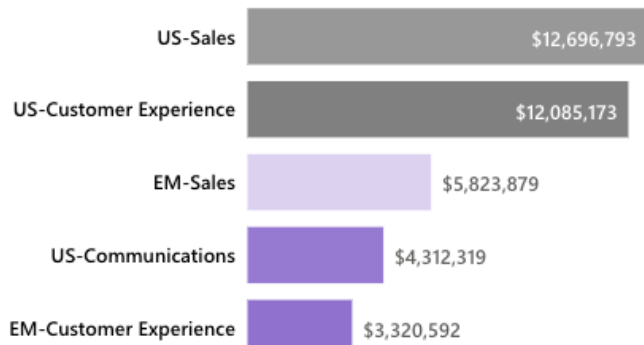
Establishing clear benchmarks and key performance indicators (KPIs) will enable travel managers to evaluate the effectiveness of their travel program. Some commonly used KPIs include average ticket price, percentage of advance bookings, and travel policy compliance. Comparing these metrics against historical data will highlight areas for improvement and success.

Analyze Departmental Performance

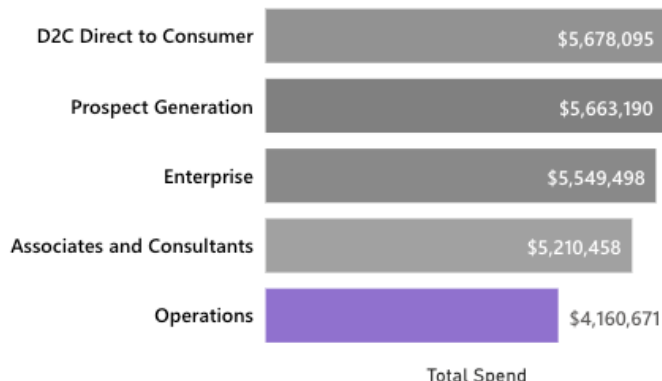
Travel managers should examine each department's booking behavior to identify patterns and trends. By comparing average ticket prices and other KPIs across departments, travel managers can pinpoint which groups are making the best choices and which may require further guidance or policy enforcement.

Visibility into Deeper Insights

Top 5 Divisions for Current Period Total Spend



Top 5 Departments for Current Period Total Spend



Centralized Data for Comprehensive Analysis

Consolidating data across air, car, and hotel bookings, both domestically and globally, making it easy to compare previous and current periods. The intuitive interface enables travel managers to toggle between divisions and spend categories, providing quick answers for data range queries.

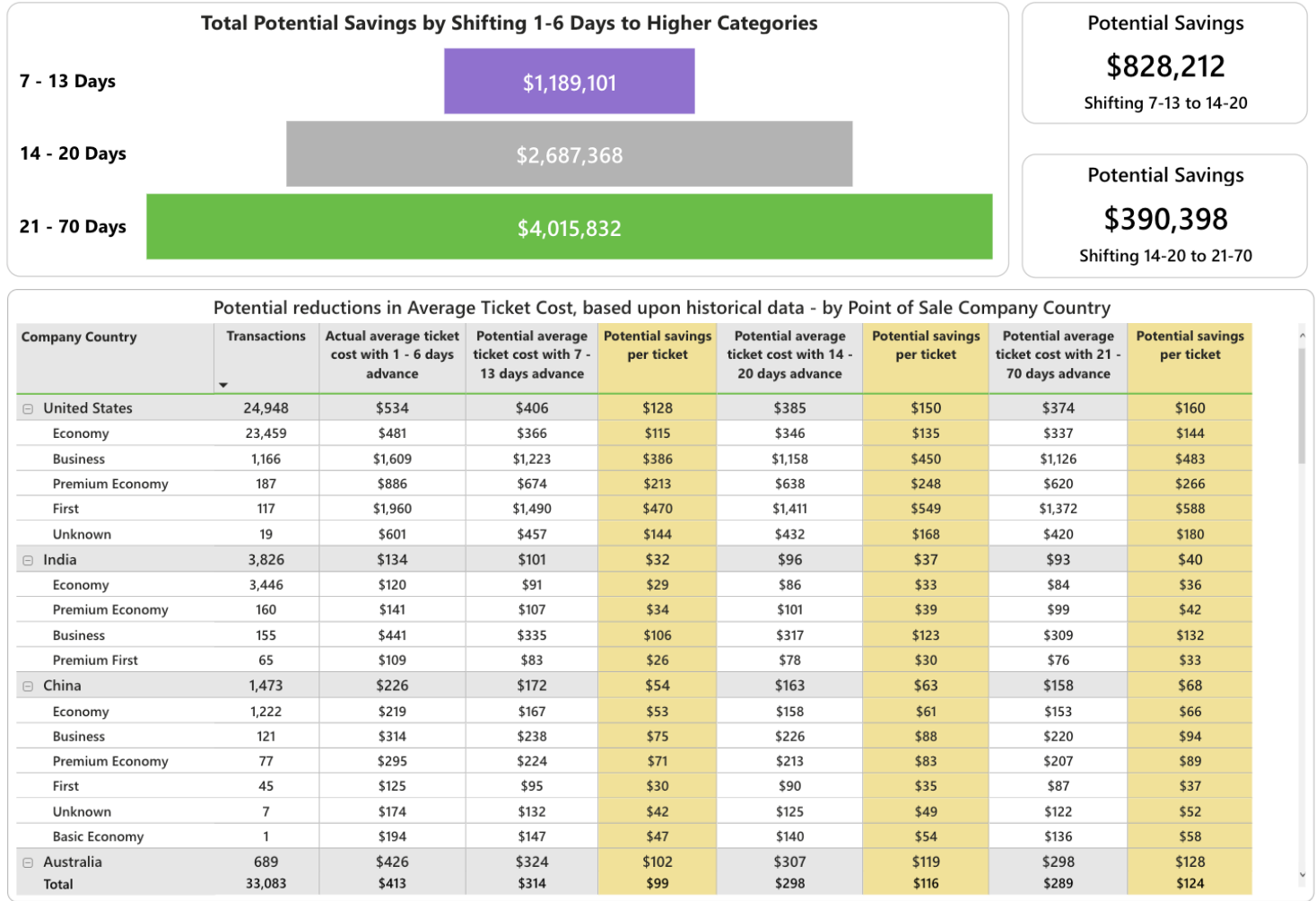
Deeper Analysis by Region, Department, and Business Unit

Quick, exportable access to summary data empowers travel managers to proactively manage global data down to the division level, ensuring alignment with travel budgets. This data can be shared with department heads on a quarterly basis, helping them keep their teams' spending in check and stay within budget.

Empower Leaders

Providing top-level spend reports to team leaders are crucial for travel managers. Access to comprehensive data equips leaders with the insights needed to make informed decisions and maintain control over their teams and budgets.

Understand Air Booking Trends



Save with Predictive Advance Purchase Analysis

Analyze historical flight data to maximize savings. Monitor employees' booking habits, encourage advance bookings, and provide guidance on cost-effective flight options.

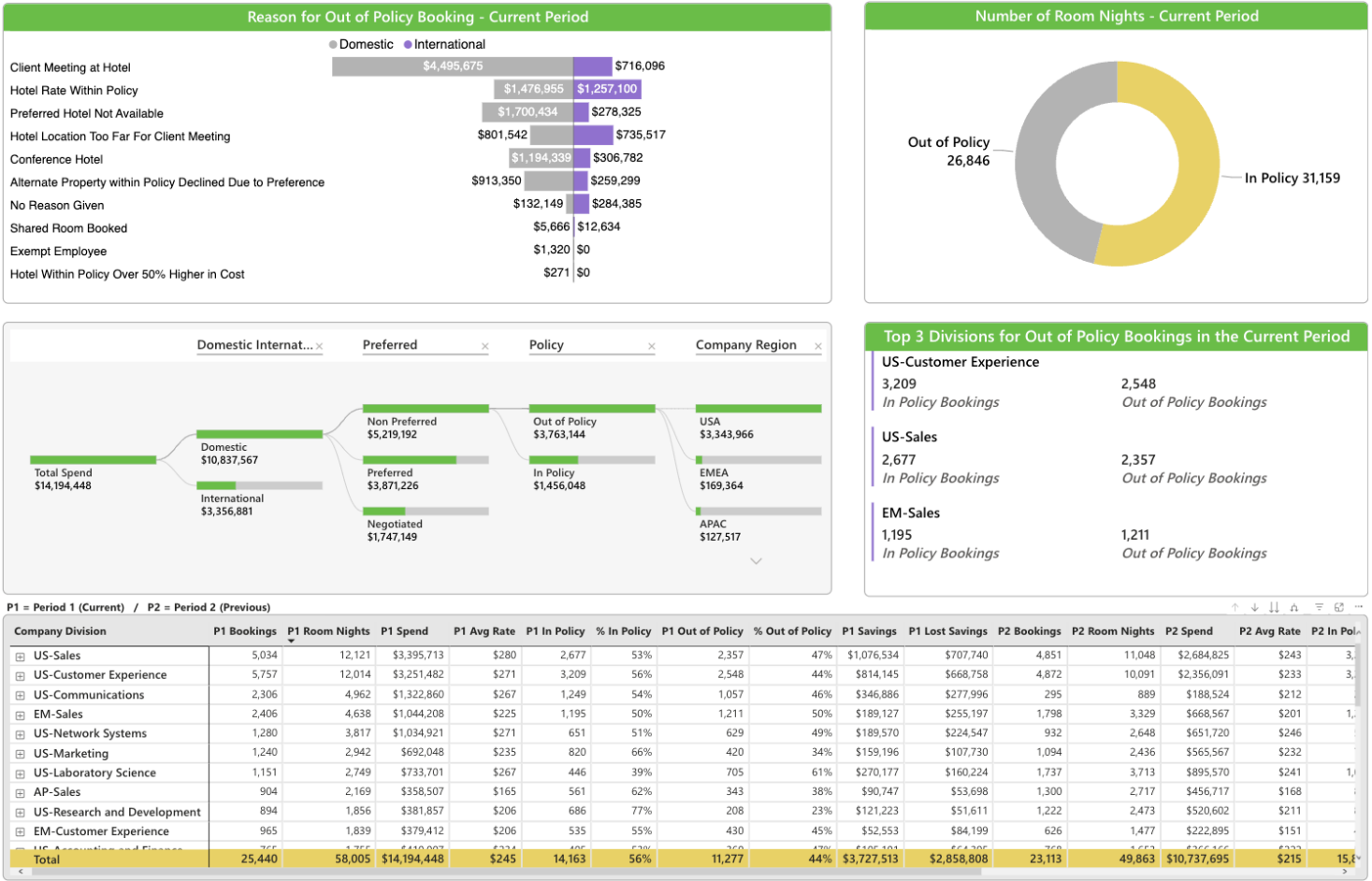
The analytics of average ticket prices serves as a valuable tool for corporate travel managers, as it provides insight into the spending habits of employees and departments within an organization. By monitoring the average ticket price for each traveler, travel managers can identify those who consistently book higher-priced flights or make last-minute reservations, which tend to be more costly.

This data-driven approach not only helps organizations optimize their travel budgets but also fosters a culture of responsible travel choices that align with company goals and policies.

Gain Hotel Bookings Insights

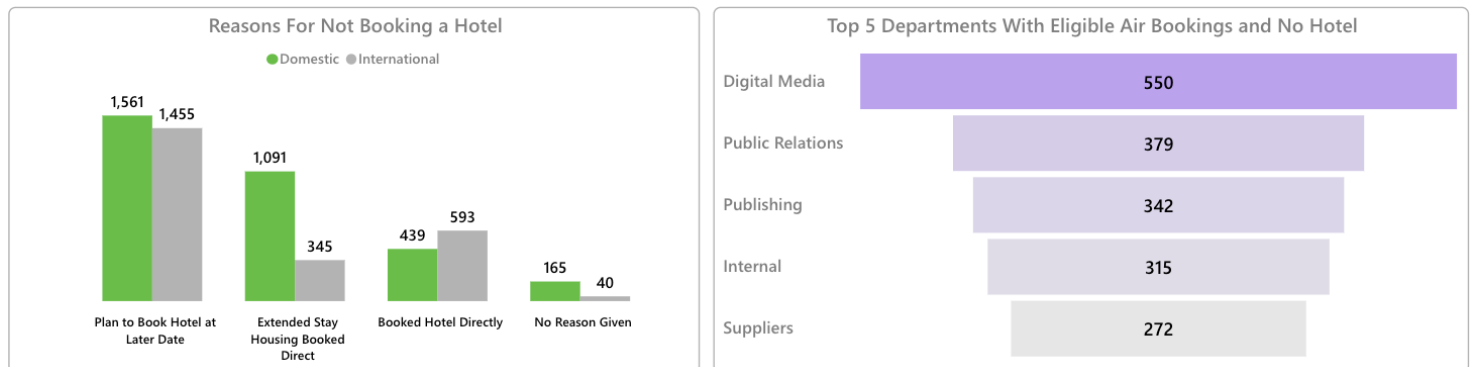
Hotel Compliance: Preferred and Non-Preferred Bookings

A key component of corporate travel management is monitoring and improving hotel compliance, or the rate at which employees book preferred versus non-preferred hotels.



Hotel Attachment: Monitoring and Improving Performance

One critical aspect of corporate travel management is the ability to monitor and improve hotel attachment rates. Hotel attachment refers to the rate at which employees book hotels in conjunction with their flights.



P1 = Period 1 (Current) / P2 = Period 2 (Previous)

Company Policy: Traveler should aim to book a hotel through an approved booking source when eligible at least 80% of the time when overnight air is booked.

Company Division	P1 Eligible No Hotel	P1 Eligible With Hotel	P1 Total Eligible	P1 Compliance	P2 Eligible No Hotel	P2 Eligible With Hotel	P2 Total Eligible	P2 Compliance	Variance
US-Customer Experience	1,026	4,411	5,437	✓ 81%	2,116	8,644	10,760	✓ 80%	1%
EM-Sales	986	1,888	2,874	✗ 66%	1,660	3,510	5,170	✗ 68%	-3%
US-Sales	981	4,057	5,038	✓ 81%	2,271	8,463	10,734	✓ 79%	2%
EM-Customer Experience	442	550	992	✗ 55%	701	979	1,680	✗ 58%	-5%
US-Communications	330	1,781	2,111	✓ 84%	399	2,014	2,413	✓ 83%	1%
LA-Sales	258	97	355	✗ 27%	394	298	692	✗ 43%	-37%
AP-Sales	229	1,013	1,242	✓ 82%	578	2,567	3,145	✓ 82%	-0%
US-Network Systems	194	988	1,182	✓ 84%	337	1,893	2,230	✓ 85%	-2%
US-Marketing	172	948	1,120	✓ 85%	352	1,980	2,332	✓ 85%	-0%
US-Laboratory Science	155	952	1,107	✓ 86%	573	2,656	3,229	✓ 82%	5%
EM-Communications	146	372	518	✗ 72%	186	450	636	✗ 71%	1%
Total	5,689	19,766	25,455	78%	11,166	40,790	51,956	79%	-1%

Duty of Care and Compliance

Utilizing a system that tracks hotel attachment can help improve duty of care and visibility into repeat noncompliant travelers. Incorporating overnight air routing data can further enhance this process.

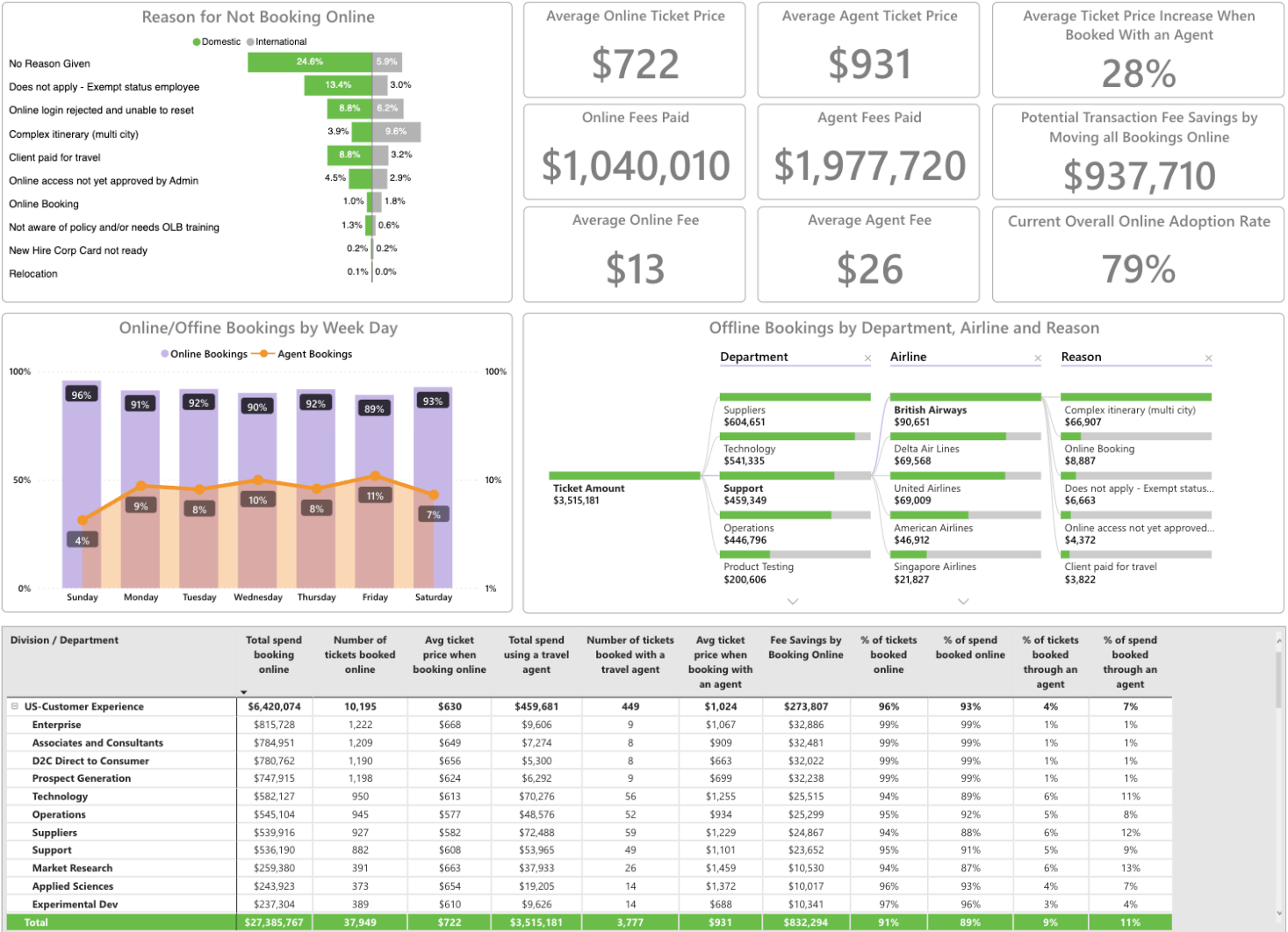
Data-Driven Negotiations

Data on hotel attachment rates can aid in negotiating better nightly rates and amenities based on company spend. This information gives travel managers more control, as hotels may not always disclose or accurately record all details.

Tracking Progress

Setting a hotel attachment goal at the beginning of the year enables travel managers to monitor progress and make adjustments as needed. Compliance indicators, such as red and green icons, can provide a visual representation of progress towards these goals.

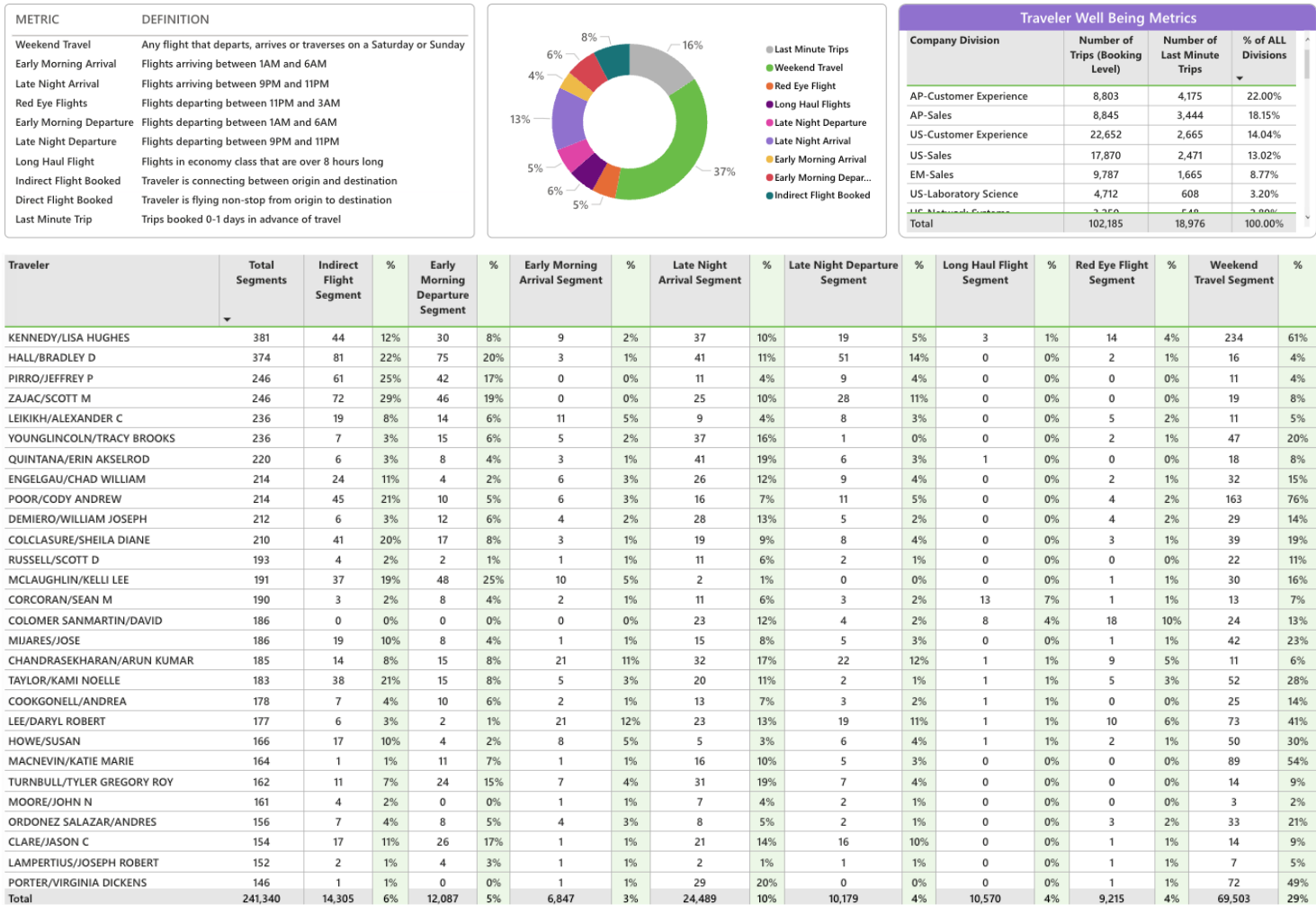
Data to Improve the Employee Experience and Increase Booking Tool Adoption



Several factors may contribute to employees' reluctance to book online, such as login issues, complex itineraries, client-paid travel, lack of awareness of travel policies or booking tools, new hires without corporate cards, and relocation.

By identifying the key factors that influence employees' booking behaviors, travel managers can tailor their strategies to improve online booking, ultimately increasing online adoption rates, improve employee travel experience, and driving cost savings for the organization.

See Trends Across Traveler Well-being and Support Duty of Care



Corporate travel managers must prioritize duty of care and traveler well-being to ensure employee satisfaction and productivity during business trips. Travel programs are now subject to increased scrutiny, and measurements extend beyond mere cost savings. The traveler experience has emerged as a critical focus area.

Key areas include diving into the cause of weekend travel, considering arrival times when scheduling meetings, minimizing red-eye flights, and accommodating early morning and late-night departures. Additionally, promoting health and wellness during long-haul flights, balancing cost savings with the benefits of direct flights, and providing support for last-minute trips are essential for maintaining employee well-being. Implementing these measures can help reduce travel-related stress, improve employee satisfaction, and contribute to overall company success.

About Grasp

We transform your data into insights.

Founded in 1996, Grasp Technologies provides data management, reporting, and virtual payment solutions. We help fast growing and Fortune 500 companies, TMCs, agencies, and CTDs get more out of their data.

Learn more at GraspTech.com

Your Data, Within Grasp



Contact

Grasp
866.278.3821 Toll-Free

GraspTech.com
Sales@GraspTech.com