

## Case study:



With a 300-year heritage, RSA is a multinational quoted insurance group. RSA operates three core business segments: Canada, Scandinavia and UK & International; and has the capability to write business in over 100 countries.

RSA has around 12,600 employees with net written premiums of £6.7 billion in 2017. RSA's incumbent travel management company had been in place for eight years.

RSA's Procurement Team own the travel category and directly manage the operational travel activities.

## The Challenge:

The incumbent's service provided had become inconsistent and technology solutions needed. RSA's incumbent TMC had been in place for eight years but the company felt the service & technology it provided was falling short. Travellers & bookers had lost faith in using a TMC and many were booking their own travel. RSA's procurement department were inundated with travel complaints.

RSA launched a competitive tender for its UK, Ireland and Group Corporate Centre (GCC) travel management programme and ultimately appointed FCM as of 1st July 2018

RSA wanted to improve its travel programme in several ways, including having a greater focus on personal service and more of a partnership approach with its TMC.

RSA also wanted to deploy futureproofed technology – including an online booking tool – as well as introducing an approvals process, automated traveller tracking and, finally, to lighten the workload of its stretched procurement department

## The Solution:

RSA was allocated a team six FCM consultants to look after its travel needs, plus a VIP consultant to work with a number of its executive assistants. The FCM team also handles any general queries from bookers or travellers, considerably lightening procurement's workload.

RSA also implemented FCM's booking tool – for which PAs and EAs were invited to attend training roadshows – which incorporated a new approvals process based on rate caps for hotels and flights in accordance with RSA travel policy.

FCM's Account Manager Hayley France, took on additional tasks, becoming almost an 'implant' account manager, providing greater internal support and communication, assuming responsibility for RSA's intranet travel pages and overseeing all internal travel communications. She has an RSA email address and travels the country visiting RSA's offices.

FCM also implemented HUB which gives RSA's travel managers, bookers and travellers access to multiple tools and resources via a single dashboard style portal.

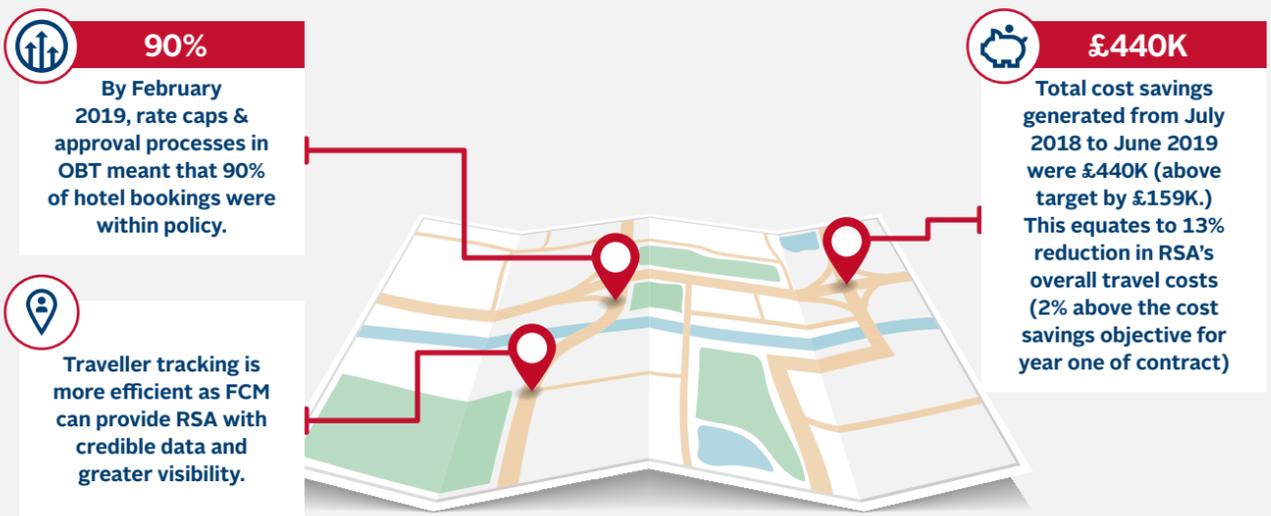
FCM conducted high level review of RSA's existing hotel programme, and managed an extensive RFP process to create an updated programme with additional properties, renegotiated rates and greater consistency in terms of traveller experience



## The Results:

RSA bookers and travellers are much happier with service they now receive as they can contact Dominic and his team of dedicated FCM consultants at any time by phone or email. As a result compliance has improved and leakage stemmed.

Within 6 months, OBT adoption levels had surged to an impressive 81% for domestic air, 70% for Europe air, and 84% for hotels.



"The team has transformed the whole travel experience for our bookers and travellers, winning back their trust. We now have complete consistency and professionalism in terms of service, greater efficiencies and innovative technology in place, all of which has delivered not only vastly improved staff satisfaction, but also generated cost savings and exceeded targets." Jan Brady, Senior Category Manager, RSA Insurance Group