



Case Study Bank of Queensland

BOQ modernises travel program and achieves **90% uptake**

BOQ is one of Australia's leading regional banks, with over 180 branches across the country. Established in 1874, they have always held customer service as their primary focus. Most of their branches are run by Owner Managers, which means they are run like a small business and routinely deliver on their promise of exceptional personal service.

BOQ's travel needs span all aspects of a full travel program, including air, hotel, ground, supplier contracts, program strategy and more. Their primary travel destinations are on the Australian Eastern Seaboard, plus international travel.

The BOQ travel team work to the internal values of passion, integrity, impact and collaboration, and they expect their partners to uphold and demonstrate these values too. FCM has worked in a successful partnership with BOQ since 2012.



2012

In partnership with FCM since 2012



180

Branches across the country



\$300k

Savings achieved

FCM

Case Study Bank of Queensland

Background

Operating in a competitive, complex and rapidly evolving market, BOQ is committed to delivering best in class products and processes throughout its operations. When it came time to review their travel program, FCM worked with the BOQ team and identified several key goals that BOQ wanted to achieve:

- Modernise and rationalise the program
- Move to online booking
- Improved compliance to policy
- Cut costs
- Engage productivity boosting technology

In short, the FCM / BOQ team wanted to create a program that was built on strategy and went beyond the status quo.

“As a procurement team we were looking for significant change and were hungry for new technology. FCM listened to our needs carefully and found a way to deliver on all of our needs. The end result is a streamlined, innovative and progressive travel program that’s exceeding expectations.”

ROCHELLE WILLIAMS
CATEGORY MANAGER STRATEGIC SOURCING

Challenges

- **Booking behaviour** was a key challenge that was identified. A number of booking practices were in place prior to the review and ad-hoc bookings by users were the norm, rather than the exception.
- **Existing technology solutions** were also identified as being in need of improvement and updating. For a business built on face to face relationships, moving users to an online booking program presented a challenge for some.
- In modernising a program, gaining **organisational buy in** was integral to the success of this project.

Strategies to overcome challenges

FCM began the process by applying our Magnify program methodology. Through Magnify, we were able to take a granular look at the entire travel program and business and identify areas of potential improvement.

Actions put in place as a result of this review included:

Implementation of a full technology stack including Online Booking Tool, Reporting tool, HR feeds, enhanced reporting and expense functionality and cost centre automation.

Improved visibility with enhanced technology such as dashboards and stronger strategy and policy frameworks.

Maximise BOQs spend and contract conditions with a selection of suppliers to deliver a cost neutral hotel program that reduced room night spend and booking fees.

RESULTS



Industry leading, **streamlined program**



Online booking implemented and established as default booking method



90% user compliance



1% increase in year on year travel, with **3% decrease in booking cost**



Over **\$300,000 saved** in past 12 months



Improved user experience driven by **advanced technology**

“Our relationship with the bank is very strong. We’ve always worked hard to ensure clear communication, and if there’s ever an issue, we work together to fix it and find new, smarter solutions. We listened carefully to what BOQ wanted and delivered on that, rather than just provide them with what we already had available.”

AARON GOODLET
FCM ACCOUNT MANAGER

FCM

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