

Case Study

Fortune 100 Insurance Company

Partnership in change management

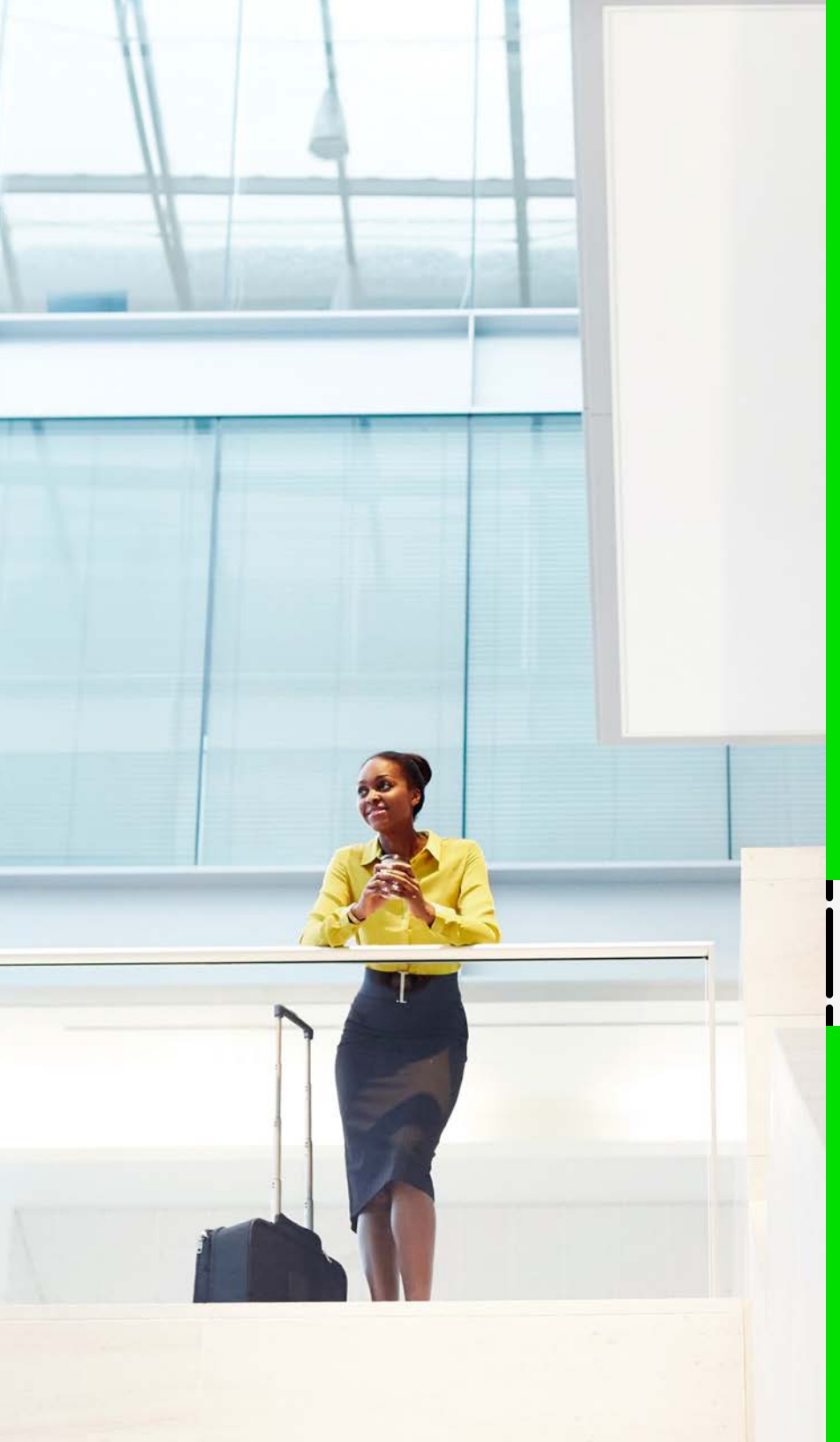
FCM is proud to be the selected travel partner of a well-known fortune 100 insurance company who excels at providing their members with exceptional value and service. Their industry-leading approach and relentless focus on member experience has allowed them to build a strong reputation both for customer service and employee satisfaction.

After 10 years with their incumbent travel management provider, the client went to market to explore what further enhancements could be made in their travel program.

Understanding new mobile technology, integration capabilities and service value propositions that could offer improvements to their current program was critical in their criteria. After a robust and competitive evaluation process, the client awarded their business to FCM Travel based on a mutual alignment of their objectives and overall service vision for their travel program.

“FCM provided an abundance of communications and other resources that were easily adaptable to our company’s culture and brand.”

COMMUNICATIONS & TRAINING LEADER



Designing an optimal solution

Ensuring that there was an effective change management process in place for their stakeholders was a top priority in the onboarding process with FCM. Fortunately, FCM was able to bring a well-defined change management structure based on Prosci ADKAR principles to support the change journey.











To ensure a smooth transition, a change management resource was assigned to the project to assess the organization, size the change, review stakeholder impacts and to develop the communication strategy and plan.

Working in partnership with the client’s project team – a detailed review, plan and strategy were developed in a few short weeks.

“Not only did FCM provide comprehensive, customized materials and sessions, they consistently took the time to listen and understand our culture, and then flexed to align with our needs”.

TRAVEL MANAGER

The change program featured:

-  **13** change management project calls
-  **26** stakeholder events
-  **10** change champion calls
-  **13** key communications
-  **4** live training sessions and Slido Q&A
-  **Meeting & Events** train the trainer
-  **Live** studio events
-  **Custom** persona-based Job Aid guides
-  **Custom content** for all stakeholder meetings
-  **Travel persona** technology previews

The events and communications that followed focused on each individual travel persona, ensuring they knew why the change was occurring, how they would experience the change across the travel journey, and what the benefits of the change would be.

Outstanding results

The collaboration between FCM Travel and the client’s project team resulted in a well-executed change plan.

- Staff began to reach out seeking to become change champions in the organization based on the buzz they had heard from other stakeholders.
- Travel persona-based technology journeys were well received and allowed pressing questions on the change to be addressed well before the transition.
- Live training session polling showed over 90%+ of attendees felt they could navigate the new changes successfully when it came time to book travel.
- Lessons learned from previous change projects were well integrated into the plan to avoid repetition of the same change mistakes.
- Resounding positive feedback from travel administrators and those leading the process

“By far one of the best corporate trainings I’ve attended in some time”

TRAVEL ADMINISTRATOR GROUP LEADER