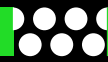


CASE STUDY: Tabcorp



Tabcorp is an Australian gambling entertainment business and an ASX100 company. Tabcorp is diversified across three businesses: Wagering and Media, Gaming Services and Keno.



The company has been an FCM client since 2008 and has an estimated 1200 travellers.

The Challenge

Tabcorp relied on travel management reports pulled manually via FCM's reporting system and from quarterly business reviews. The data was static, reactive and had to be manually managed by the FCM Account Manager to provide meaning to the client. The process was cumbersome and saw Tabcorp procurement spending up to six hours per month managing static reports. Additionally, the lag in data available after monthend meant the data was out of date. It could not be integrated without significant manual intervention.

The Solution

To overcome the reporting hurdle FCM implemented a new reporting tool for Tabcorp. The roll out of this new reporting tool allowed Tabcorp to have complete control of its data. Through the ease of the tool, Tabcorp developed specific dashboards, targeting certain desired behaviours and with a view to deliver more concise information to the business.

These included:

- Total exceptions
- Lost savings %
- Average lost savings per ticket
- Advance booking by day
- OBT uptake
- Lost savings type
- Cost of change
- Cost of change by passenger
- Travel Booker data

Every month Tabcorp reports are distributed to key management, giving them the ability to make quicker, more informed decisions on booking behaviours. Since the introduction of this reporting, there has been an increase in Tabcorp managers and staff requesting this data, a testament to the value it is bringing to the business.



The Results



Lost savings: has reduced by 6.9%*



Lost savings per ticket: has reduced by \$50*