



Getting Ahead of the Game

How Discovery Inc. embraced agile travel tech
to promote sustainability and traveler safety

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 Discovery **FCM**



5,566
travelers onboarded
to the FCM Extension



37,954
safety notifications



4,675
unused ticket reminders



48,535
leakage alerts

Two companies, one agile vision

Discovery Inc., a multinational mass media company, operates a group of factual and lifestyle television brands, such as the namesake Discovery Channel, Animal Planet, Science Channel, TLC, and many other popular stations. Their mission is to showcase the passions, customs, and lifestyles of people across the world. When searching for a travel management partner, it was important to Discovery to team up with a TMC who aligned with their unique culture, was devoted to reaching their goals, and believed in Discovery's mission of giving voice to the unheard and the undiscovered. In 2019, FCM became that partner.

A chance for reinvention

Like many companies around the world, Discovery's global travel operations took an unplanned pause in 2020. Traveler safety has always been a top priority, but in the wake of global pandemic it became obvious that a new communication strategy was in order. What at first seemed like a hindrance soon transformed into an opportunity: the opportunity for Discovery to use the travel pause to not only create fixes, but to innovate.



Discovery's Travel Goals for 2020 and Beyond

- Assess up-to-date travel restriction information to/from all points globally, considering international as well as local restrictions and/or requirements
- Effectively communicate travel restrictions and expectations to travelers
- Provide travelers with up-to-date travel risk information to allow them to make educated decisions
- Ensure risk management protocols are being followed by driving policy adherence and appropriate booking channels
- Create a sustainable approval process as travel resumes
- Limit wastage of unused tickets

Finding a way, together

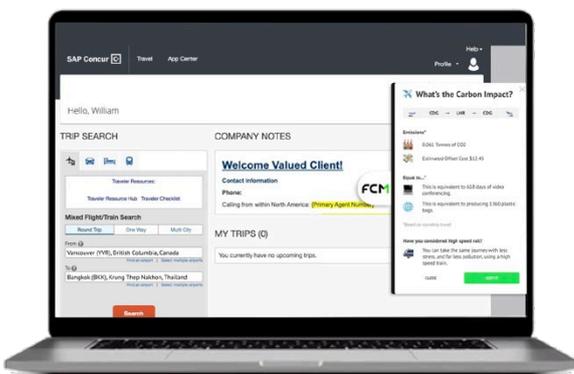
“It has become more important than ever to ensure that we get the message to travelers at the time they are making their travel booking. So, when FCM proposed Shep, I knew this was the answer for us”

YUKARI TORTORICH,
VP OF GLOBAL TRAVEL SERVICES,
DISCOVERY INC

At the same time as Discovery was reviewing their travel program, a company called Shep caught FCM's eye, and the opportunity to incorporate this innovative tool into the game changing FCM travel tech platform revealed itself. Shep was originally designed to reduce travel leakage, but FCM wanted to push it further and find even more ways to build upon and incorporate this ingenious tool into customers' travel processes.

FCM connected the dots and brainstormed an idea that would solve Discovery's communication problem and encourage innovation: a redesigned browser extension with enhanced messaging for increased traveler safety. And increase safety messages it did: 37,954 to be exact.

And the FCM Extension was born



Following a successful pilot with Discovery in 2021, FCM fully acquired Shep and the FCM Extension was born. The new FCM Extension triggers pop-up travel notifications when employees are looking for or booking business travel across multiple sites, including their online booking tool and consumer travel sites. The extension enforces policy at point of sale, reminding travelers of policy stipulations and travel regulations, such as restricted destinations during a pandemic, helping companies improve travel program compliance and traveler safety.

With Discovery's administrative access to the FCM Extension, they can create custom messaging themselves, allowing internal security teams to contribute to messaging and determine which messages should appear where and when. In line with Discovery's program objective of maximizing savings, the FCM Extension also functions as an unused ticket tracker, helping to identify unused tickets and alerting Discovery travelers at point of sale so that they do not go to waste.

“The level of customization that we have been able to achieve has been truly game changing. I love the fact that FCM and Shep have been open-minded to my suggestions and are working to make this tool really perform for us.”

YUKARI TORTORICH,
VP OF GLOBAL TRAVEL SERVICES,
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Onboarding accomplished

Discovery onboarded 5,566 users to the FCM Extension, along with seamlessly training these travelers on the benefits of and how to use the extension.

The FCM Extension is readily available in the Google Chrome and Microsoft Edge extension libraries. The flexible API structure of the FCM Platform gave Discovery’s IT team the ability to integrate the extension’s single sign-on functionality into their already existing single sign-on framework. Once this was completed, Discovery was able to simply “push” the extension to all Chrome browsers.

To facilitate a seamless launch, FCM and Discovery worked together to design a plethora of training notifications that covered topics such as reminders to update their Concur profile; how to book travel after hours; reminders to check the aircraft type; purpose of trip information; and more. These training notifications were served up 20,175 times to the 5,566 users, ensuring that travelers were made aware of Discovery’s travel policies and procedures.

Moving on to greener pastures

Encouraging travelers to make more sustainable decisions was a top priority, so FCM configured the Extension to serve up 14 different types of sustainability notifications. These notifications were shown to travelers 33,335 times during 2021 and 2022, and alerted them to greener hotel options, the carbon impact of their flight choice, and Discovery’s overall sustainability goals.

Safety first

2020 through 2021 brought significant risks to travelers’ safety, whether it be in the form of political unrest or pandemic. It was critical that travelers know of any safety risks before they completed booking their trip. FCM configured notifications with an integration from Riskline (a third-party data source for COVID-19 information), pre-approvals for trips, and various travel restrictions and warnings. In total, the FCM Extension served up 37,954 safety and risk notifications, ensuring travelers knew safety information when they needed it.



The Final Scoreboard

- ✓ 48,535 leakage warnings
- ✓ 33,335 sustainability notifications
- ✓ 5,566 users onboarded
- ✓ 37,954 safety alerts
- ✓ 4,675 unused ticket reminders
- ✓ 20,175 training messages
- ✓ 9,345 trips booked

A Bright Future

The FCM Extension is the proof of the power of partnership. Though the travel industry (and the world!) will always evolve, FCM will continue to create agile solutions that help travel programs like Discovery's stay current, efficient, and future-proofed.

