



20%

reduction in hotel spend



80%

policy compliance



4%

hotel rate reduction

Case Study

Australian Agribusiness implements managed program to curb rising costs and increase traveller safety

Transforming a hotel program

A large Australian Agribusiness recruited FCM Consulting to transform their hotel program with the aim of reducing costs and improving traveller safety. With data, policy and behavioural challenges to contend with, the FCM Consulting team had their work cut out for them. But through a variety of initiatives, the team were able to reduce hotel spend by 20% and drive 80% program compliance.

Here's how we did it:

Challenges we assessed

In an era where strategic expense management is paramount, the challenges faced by our client were far from unique. Limited visibility into hotel expenses resulted in a labyrinth of data complexity, hindering insightful analysis and the pursuit of potential savings. The absence of stringent guidelines and agreements ushered in unchecked costs, especially as markets rebounded and demand surged. This financial issue demanded a decisive intervention.

Amidst this landscape, compliance also emerged as a glaring concern for our client. A haphazard approach to hotel bookings saw employees veering off the path of company standards, safety protocols, and travel policies. This not only strained resources but also posed operational risks that couldn't be ignored.



Operational inefficiencies compounded the issue as valuable hours were lost to the arduous task of accommodation hunting and reservations. The toll on productivity was tangible, casting a shadow over growth prospects.

Beyond the bottom line, a duty of care predicament emerged. The lack of a structured hotel program left employee safety hanging in the balance, making tracking their whereabouts an intricate puzzle with high stakes.

The trajectory was clear: the client needed a holistic transformation that merged efficiency, compliance, and safety. This wasn't merely an operational facelift, but a strategic imperative to reshape the road ahead.



Our solutions

With our client's challenges now ready for a solution, the FCM Consulting team started by running a comprehensive data cleansing initiative consolidating customer travel, expense and credit card data using the Business Intelligence platform.

The result? The customer gained valuable insights from the hotel diagnostic, which powered data-driven decision making to improve program performance and maximise opportunities. Our team also benchmarked customer hotel spend against the FCM Consulting database to create a compelling business case for policy change to be presented.

Crafting a dynamic response to pressing challenges, our team embarked on tailoring a novel hotel program. Addressing geographical and in-trip requisites, we executed strategies to navigate change seamlessly. Through a strategic partnership approach, we fortified the program with three new hotel chain agreements, creating a heightened program reach, an array of lodging choices, and superior average discounts, magnifying our program's impact.

To counter market volatility, we secured fixed rates for 55% of properties, ensuring unwavering rate protection. Centralising preferred property bookings unlocked a streamlined process, boosting employee efficiency while curtailing costs tied to unfavourable terms.

This endeavour wasn't just change - it was a dynamic evolution that echoed our commitment to innovation, efficiency, and holistic travel management.

The results in numbers:

20%

Hotel category savings

78%

Program coverage

80%

Hotel program compliance

4.0%

Paid Rate Improvement (\$8 per nt. reduction)

FCM CONSULTING