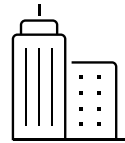


# Case Study

## Aussie energy company adopts savvy hotel program design to supercharge savings & ESG success



25.2%

hotel category savings



72.8%

hotel supplier ESG rating



93.4%

program coverage

Stuck in a labyrinth of diverse data from multiple Travel Management Companies, a leading Australian energy company struggled with establishing a hotel program baseline and ESG-aligned metrics. That was until they came on board with FCM Consulting. Our team helped navigate this complexity with an innovative solution: harmonising sustainability with efficiency. Discover how we helped this energy client create 25.2% hotel category savings and a 72.8% hotel supplier ESG rating.



### Challenges we assessed

Venturing into the complex landscape of sustainable corporate initiatives, FCM Consulting experts encountered a multifaceted challenge: sculpting a program with competitive rates that harmonised seamlessly with diverse business needs.

Imagine a hotel program comprised of varied traveller types, high-risk destinations, and a choreography of booking behaviours. This was no ordinary program; it also stood as the flagship endeavour for addressing Scope 3 Emissions, aligned with the company's robust ESG objectives and demanding unparalleled performance metrics.

On top of this, we assessed there was the need for effective communication and change management strategies across internal stakeholders, hotel partners and multiple Travel Management Company partners to achieve hotel program objectives.

Our goals were clear: navigating the terrain of a groundbreaking hotel program that adapts and thrives in the realm of cost savings and sustainability goals.



## Our solutions

By leveraging FCM's sophisticated Business Intelligence platform to consolidate complex data files, our experts crafted a comprehensive Hotel Diagnostic that revealed program performance and uncovered untapped potential.

When it came to the client's RFP, the team introduced and conducted a Supplier Briefing before the RFP phase, that informed and empowered this client's partner hotels. Recognising the significance of compliance, governance, and ESG performance, we also tailored specific questions in our client's hotel RFP, which allowed the team to measure, validate, and enhance these critical aspects.

By introducing three new chain agreements to the client's hotel program, this significantly increased inventory volume, type, and geographical coverage. This expansion enhanced the overall program and maximised its reach.

Innovative hotel program design, sourcing strategies and contracting structures were instrumental in meeting this client's cost savings and ESG goals.

## The results in numbers:

**25.2%**

Hotel category savings

**72.8%**

Hotel supplier ESG rating

**13%**

Avg. dynamic discount

**93.4%**

Program coverage

**FCM** CONSULTING