

# Peek into what's possible with these snapshots of success



At FCM, we've demonstrated that we look at situations in a non-traditional way. That's what makes us the alternative. We tend to ask more questions when trying to identify what the real problem is. Spending a lot of time distilling things down allows us to be more creative with the solutions we put forward. ”

BILLY MCDONOUGH, PRESIDENT, FCM AMERICAS

## Creating community champions



### Communicating a hotel policy

For one client in the oil and gas sector, we identified a trend of travellers and consultants making reservations at non-approved hotels, prompting immediate action. In collaboration with the travel manager, we emphasised the necessity for clear and frequent communication of this policy, ensuring it's understood by travellers; so, to make the policy more accessible, we placed it on various platforms including the Intranet, Yammer, Teams, and included a travel section in the New Hire packet. Recognising the limited options in some countries, we advised the travel manager to expand the list of approved accommodations, enhancing the choices available to travellers. Security managers responded positively to our recommendations, approving an additional three or four hotels per country.



### Chasing down unused tickets

We teamed up with our client, a telecommunications company, to make sure they're getting every bit of value out of unused tickets before they expire. FCM suggested changing the timing of when tickets were moved to the company level from 90 days to 180 days from expiry date. This way, the client could give travellers a heads up about any unused tickets well in advance, and long before the ticket would eventually expire. It was a simple but effective move that helped use up tickets faster and smarter.



### Communicating the basics

Sometimes old school communication styles still work. FCM put together a "travel tips and tricks" one-pager for one manufacturing client's travel manager. It included all the basics, plus FCM's contact information, just in case someone needs an extra hand during their travels. The travel manager distributed the one-pager among travellers, providing them with critical information before their trips, making the whole travel process smoother and less of a headache.

## Transformation over change



### Focusing on sustainability

One of our clients, a multinational engineering firm, wanted to make sure that carbon offsetting was a part of their travel plan. They didn't have a central budget set aside for this, so they asked us to find a way to add a carbon offsetting fee to each transaction. FCM got to work to make that happen, setting up a specific CO<sup>2</sup> fee for every booking. On top of that, we created some special reports to keep track of everything and reconcile the costs. To wrap it all up, we partnered with Southpole to buy the CO<sup>2</sup> offsetting certificates and make everything official.



### Analyzing air contracts

FCM dove deep into a huge project to figure out the best airline contracts for our clients' travel needs. We compared the cost impacts of their current deals with new proposals, considered switching out one airline contract for another, and thought about adding some new ones to the mix. We also did a ton of benchmarking to make sure any new deal they got was solid.



### Pricing out change

Our clients often come to us wanting a ballpark figure on how much a change to their travel policy might cost or save them. To get to the bottom of this, we pull together thousands of data points, from their own travellers' past habits to benchmark data from other clients and published pricing. We put all this info to the test, comparing different airlines and considering how their contracts and schedules come into play. Ultimately, we provide the client with a holistic data set so they can make more informed decisions.

## Staying ahead of the game



### Airline personalisation

When we're trying to figure out if a client is flying with the best airlines for their travel patterns, FCM rolls up our sleeves and does a deep-dive analysis. We look at everything — what airlines are the best fit on a global scale, regionally, and even for specific routes. We consider the airline schedules, how often they have non-stop flights, what kind of connections they offer, the types of aircraft, the number of seats available, and so on. It's like putting together a giant puzzle to make sure everything fits just right for the client's needs.



### Dialing up Delta

There was an instance when a client, a multinational pharmaceutical company, was trying to encourage Delta bookings for a particular route to meet their contract goals. FCM pulled out all the stops — tweaked the messages in their OBT, offered status matches, and even trained our agents to recommend travellers book Delta for that route. And guess what? After these efforts, Delta's program market share went from 25% in the last quarter of 2022 to a whopping 54% by the third quarter of the next year.



### Playing for the same team

The big mission for one client, a national insurance provider, was to get their internal Meetings & Events team to work under the same umbrella as their Corporate Travel team. However, the processes and dynamics between these two teams were not cohesive. To help FCM joined forces with their in-house team, bringing in both Cvent and our M&E services. Together, we pulled off over 17 meetings with more than 1,765 people attending in less than 1 year! Plus, we created a new review format that lets us showcase all the cool stuff the M&E team is doing, making sure their leadership can see the impact and contribution to the overall travel program.

**Through these custom initiatives, FCM exceeded client expectations and collaborated with travel managers to cultivate well-informed corporate travellers and pave the way for a seamless and secure travel experience.**

**When it comes to your travel program, never stop innovating. (We won't.)**

**Reach out to us today to get started.**