



Case Study

We transformed a national freight & logistics company's hotel program. The result?

Easier bookings, increased compliance and maximum savings.

Trying to overcome challenges of expiring travel programs, booking difficulties, and low compliance, an Australian freight & logistics company sought to implement a solution quickly and efficiently. Enter the FCM Consulting team. Our experts stepped in with unparalleled expertise, and a commitment to providing swift and effective results to the company's pressing concerns.



Overcoming challenges

This freight & logistics company battled with poor results from a former Travel Management Company (TMC), and grappled with a mere 16% program compliance, causing rate hikes and an elevated baseline rate.

Not only this, but regional accommodation needs went unmet, and the consequence led to significant booking leakage and reduced visibility of program costs. This left our client with a weakened negotiation power in high-demand markets, raising concerns about securing competitive rates and meeting future budgets.

Other challenges this company faced included measuring ESG (Environmental, Social and Governance) compliance - a priority for the company - but weak program compliance posed a challenge. Meanwhile, with their program about to expire, this client needed new hotel contracts with bookable rates ready to go live with FCM, with expiration dates creating an implementation timeline cut by 3-weeks.

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Results that speak volumes

In response, the FCM Consulting team conducted a program diagnostic, identifying baseline performance and improvement opportunities. We tailored the Request for Proposal (RFP) to increase market competition, drive rate reductions, and align with the business's travel profile. Incorporating ESG criteria into the hotel RFP aided decision-making and aligned hotel strategies with the customer's ESG objectives.

Leveraging hotel market intelligence, we strategically timed the release of the RFP and negotiated maximum rate reductions in rising markets. Clear hotel category objectives were also articulated, enabling a targeted RFP, supplier engagement plan, and effective negotiations.

Our approach extends beyond numbers; it's about unlocking insights and getting results through experience, data, and expert knowledge.



100%

hotels bookable through TMC



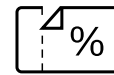
16.2%

hotel category savings



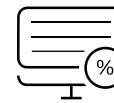
81%

program compliance



75.2%

hotel attachment rate



91.5%

program coverage



100%

All achieved within the first quarter of program launch

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