



SAP Concur Case Study

Concur Travel Reseller | Concur TripLink | Concur Compleat

## **Travel Incorporated** Optimizes Travel Data with SAP Concur Solutions to Better Serve their Customers

As a global travel management company, Travel Incorporated improves processes and visibility with 'invisible bookings' to identify leakage, better leverage negotiated discounts, and ensure the highest level of duty of care for their travelers.

# Quick Facts

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## Company Name

Travel Incorporated

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## Solutions

- Concur® Travel Reseller
  - SAP Concur Preferred Partner
  - SAP Concur Certified TMC
- Concur® Compleat
- Other SAP Concur systems Travel Inc. uses:
  - Concur Request Product
  - Concur® TripLink
  - Concur Seat Finder
  - Concur® Expense
  - Compleat Traveler Self-Serve
  - Proprietary app from Compleat
  - Third Party Meeting
  - Multiple Client integrations

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## Industry

Travel Management Company (TMC)

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## Company Size

300 employees

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## Location

Duluth, Georgia

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## Why SAP Concur?

Travel Incorporated (TI) has partnered with SAP Concur to deliver the most comprehensive and respected online booking solution available for today's business traveler. Through seamless integration of TI's applications and processes, the SAP Concur travel platform delivers new standard in policy compliance, cost recovery and avoidance, enhanced user experience, and traveler tracking to ensure the very best in duty of care within the travel industry.

## ABOUT TRAVEL INCORPORATED

Travel Incorporated is a global travel management company, with a passionate commitment to understanding the needs of today's travelers and the importance of customizing and personalizing corporate travel programs. For over four decades, TI has cultivated a premier industry reputation on a foundation dedicated to high-touch servicing; high-tech, efficient tools and software, and state of the art cost recovery and avoidance mechanisms.



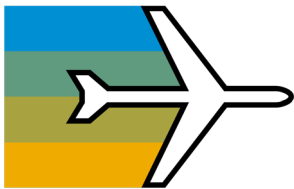
# The Challenge: Identifying Invisible Bookings through Technology and Data

Travel Incorporated (TI) is a global travel management company leading the industry in travel technology development, data analytics, traveler satisfaction, and stakeholder cost savings recovery and avoidance for over forty years. TI's mission is to be an easy company to do business with and the absolute best in customer service, which is demonstrated in every touchpoint of the travelers' journey, **focusing on safety, comfort, confidence, and convenience.**

Today's business travelers have a myriad of choices as to how they book their travel. These buying decisions create ongoing challenges for the travel management company (TMC) by way of accuracy in the consolidation of data, traveler tracking, and duty of care.

Historically, unless the bookings were transacted through the online booking tool or via a TMC's travel consultant, there were significant limitations to bringing out of policy booking leakage until well after the travel commenced, or traveler checked into their hotel. As TI continues to excel in delivering a quality experience to their customers, the company identified the need to **bring comprehensive visibility into all travel data, including supplier direct transactions.**

This desire for comprehensive visibility led TI to leverage SAP Concur's open APIs and mid-office Compleat platform, accessing and **integrating all data for complete booking visibility.** Specifically, Travel Incorporated became able to reference raw data in the API, integrating the flow into their proprietary global data warehouse, performing automated data scrubbing, and then analyzing the comprehensive data within TI's in-house Evolution reporting platform.



“The tapestry of our commitment is fueled by utilizing today's technology to deliver what our clients need to efficiently run and manage their global travel programs, while making every interaction an 'over the top' experience. Fully utilizing tools such as Concur Compleat, and optimizing our integrations with Concur Travel, delivers an enhanced traveler experience resulting in **higher online adoption rates and enviable client retention rates.**”

Linwood Hayes, Chief Information Officer, Travel Incorporated

# Integrated Data, Better Visibility

Travel Inc. worked with SAP Concur to access their mutual customers' Concur® TripLink data through SAP Concur's open API and the SAP Concur mid-office Compleat. **Resources needed for integration** included an API Integrations Engineer, a Database Engineer, and a Report Writer or Analytical Developer.

“The most challenging portion of this project is what happens *after* you have access to the customers' TripLink data. It is **imperative to effectively analyze the data**, identifying any duplicates as well as creating filters to stop transactions such as leisure bookings or personal bookings from entering the TripLink database,” says Hayes.

After integrating the tools into their systems, TI was able to leverage *all* traveler data, which **helps the TMC provide deeper insights for their customers**. Specifically, the TMC has added new services, established processes to filter and leverage data to customize bookings in near real-time.

This capability of providing customers with clean, accurate, and comprehensive data intelligence **increases their leverage in negotiating the best discounts** possible.

“Many of our customers really **embrace knowing what those out of policy bookings are** and want that reporting to understand what those percentages are, so they can use them when they meet with suppliers.”

Linwood Hayes, Chief Information Officer, Travel Incorporated



# Gaining Control of Out of Channel Bookings

Another way that Travel Incorporated maximizes data is through their 'Travel Watch' report, which **gives customers full visibility into the bookings made outside of their preferred channels**, allowing them the ability to manage the data as they do with other transactions within their programs.

Today's modern business travelers endeavor to make the choices they believe are in the best interest of their company, whether booking outside of their preferred channels due to a dedicated group space, or simply by thinking they will receive a lower price.

Travel Incorporated realized that out of channel bookings will happen regardless of the very best travel program efforts. As a result, TI elected to **empower their customers by ensuring their travel management programs data includes the out of channel bookings**. Capturing TripLink transactions proved to be the vehicle for this necessary change.

"Out of channel bookings have and will continue to be a part of corporate business travel. Embracing this behavior as a necessity within your reporting and analytics capabilities will transform your understanding of traveler buying behaviors, and dramatically benefit your duty of care responsibilities," shares Hayes. "**Travel Inc. never perceived TripLink as a product that encourages out of channel bookings**. Rather, capturing TripLink transactions proved to increase program effectiveness and visibility given current employee booking practices."

Through the integration of TripLink, TI was able to confirm the upward trending of in-policy bookings, and the improved customer service in supporting those bookings that were happening outside of the managed travel program. This **additional visibility gave both Travel Incorporate and their customers more decision points**.

Hayes also shares that "getting the out of channel data [gives] more visibility to support customers." Having the transparency into travel spend provides our clients the information they require to continuously review their policy, consider new preferred partnerships, and demonstrate to their travelers their intent on understanding their travel requests and reasons for buying decisions. For instance, a travel manager might realize that many employees are booking stays through home-sharing services such as Airbnb.

TI ultimately found that their **customers welcomed the extra insight into TripLink transactions and were able to find real business value** as a result of these functionalities. "One customer shared that receiving an up to date TripLink (TravelWatch) report was awesome news, therefore, it was less of a battle to get their travelers to use TripLink and are now capturing more travel spend data," says Hayes.



# Streamlining Process to Focus on What Matters

Travel Incorporated has been able to automate processes and eliminate tedious manual tasks by using Concur® Compleat in their agent workflow. As a result of this automation, TI has realized **increased productivity and efficiencies by their travel consultants**, ensuring their number one focus is on customer service and traveler satisfaction. Through Compleat functionality, TI is able to better manage and automate travel details, such as preferred seating, as well as important logistics including automated schedule changes. TI isn't the only company finding value in the service – in 2019, Concur Compleat is expected to ticket over 120 million reservations.<sup>1</sup>

## PAST, PRESENT, AND CONTINUED SUCCESS

Over the years, Travel Incorporated has expanded their ability to exceed the needs of their customers by **adding new services, filtering data, and improving visibility**. Having solutions that integrate into each managed travel program has been a key part of TI's success.

Today, TI highlights its SAP Concur partnership as

it allows the company to provide more solutions for its customers, such as online booking, automating and optimizing websites, quality control, and an **ideal user experience**.

Going forward, Travel Incorporated will be integrating the TripLink data into their TripInsights graphical reporting platform, which features dashboard technology as well as predictive analytics. By consuming Concur TripLink data, and using Concur Compleat and other SAP Concur solutions – TI streamlines processes, emphasizing customization and timeliness, and **delivers the absolute best in traveler service and support**.

“Customers having insight into TripLink bookings bring value by identifying who is booking outside the managed program and why,” explains Hayes. “This visibility into all travel bookings assists the Procurement or Travel Manager by working directly with their travelers as they clearly articulate the benefits of **increased savings through deeper supplier discount programs**, and improved service to them individually for **safety and duty of care**.”

<sup>1</sup>[Flight Centre Travel Group Expands Use of Concur Compleat](#)





## VISIBILITY

Travel Inc. is able to bring outside bookings back into their customers' managed travel programs with Concur TripLink. The added visibility provides opportunity for new partnerships and discount negotiations.



## AUTOMATION

By automating manual tasks by using Concur Compleat, Travel Inc. employees can better manage travel details and logistics, elevating their customer service productivity.

## ABOUT SAP CONCUR

SAP® Concur® solutions simplify expense, travel, and invoice management for greater visibility and control. For more than 20 years, these leading, innovative solutions have kept customers a step ahead by delivering time-saving tools, connected spending data, and a dynamic ecosystem of diverse partners and apps. User-friendly and business-ready, SAP Concur solutions unlock powerful insights that help businesses reduce complexity and see spending clearly, so they can manage it proactively. For more information, visit [concur.com](https://concur.com).



## DUTY OF CARE

Travel Inc.'s customers benefit from the ability to apply duty of care for travelers, including invisible bookings, as a result of using Concur TripLink to capture bookings across channels.

## Learn more at [concur.com](https://concur.com)

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