

Success story

## Reducing rail costs and improving traveller experiences



Pinsent Masons

Reducing £2m annual rail spend for top law firm Pinsent Masons LLP, while improving services and experiences for employees.



Online adoption within first three months.



Savings on rail against published fares.

Pinsent Masons LLP is one of the five most Innovative Law Firms in Europe. The firm is using Capita Travel and Events' specialist rail expertise and technology to reduce its £2m annual rail travel spend and improve employee experiences.

"Pinsent Masons LLP told us that its rail bookings had always been made offline, even for the most basic journeys. They needed a rail programme that includes a simplified booking process and encourages the use of more cost-effective online booking. They also wanted improved data reporting and analysis to provide a reliable view of booking trends, policy compliance, client chargeable and non-chargeable expenditure, and missed savings opportunities."

Director of Commercial Partnerships and rail industry expert, **Capita Travel and Events**

### The solution

Travellers were introduced to a new service and easy to use self-booking tool through a simple and effective implementation campaign. Frequent travel bookers attended educational workshops and were set-up to use the booking tool. Additional information was provided to them through various channels, including the Pinsent Masons' employee intranet.

Bespoke management information (MI) reporting was developed to give the firm all of the data it needs for effective rail programme management.

### Outstanding results

The results were immediate. Within one week of the initial service launch six years ago, 90% of Pinsent Masons' rail journeys had been booked online. Three months later, 95% of bookings had been made online, substantially contributing to the firm's full-year savings goal.

## Ongoing success

After several years, the partnership is still ongoing with Pinsent Masons LLP. The latest focus is on helping travellers make smarter booking choices through the use of more cost effective rail fares.

Open and relevant communication with travellers remains the key to building trusting relationships between the team at Capita Travel and Events and the travellers at Pinsent Masons LLP.

A fresh series of educational workshops are helping travellers - from infrequent to the most experienced - to understand how changing the way they book rail can help the organisation drive down costs. Any new initiatives, such as 'self-print tickets', are introduced this way too.

As specialists in UK business rail travel, with spend equating to 15% of the market, Capita Travel

and Events is using excellent relationships and buying-power with suppliers. This generates further savings opportunities and offers additional value to Pinsent Mason LLP's travellers.

As a result, they now have instant access to a range of value added benefits and discounts such as complimentary station parking, on-board food and beverage vouchers and upgrades on their key routes.

This collaborative partnership has more recently resulted in the firm saving over £620k against published fares by employees making smarter choices when arranging their rail travel. An additional £155k of cost avoidances and efficiencies were achieved through online booking, route deals, value added benefits/ discounts enjoyed by employees.

## Important opinion

"As experts in rail, we trust Capita Travel and Events to manage our rail spend and our travellers' needs. Our team there understands the rail market's suppliers and technology and most importantly, they completely understand our business.

"It means we've been able to work collaboratively on our rail programme so that our employees comply with it to drive down our travel costs.

"We also benefit from Capita's technology and reporting ability; it allows much more efficient onward billing of re-chargeable travel to our own customers."

Travel Procurement Manager,  
**Pinsent Masons LLP**

## Highlights

- Effective implementation of Capita Travel and Events' rail expertise and easy to use technology.
- Reducing rail spend by £620k against published fares through helping travellers make smarter booking choices.
- Improving employee experiences with value added benefits and discounts.
- Bespoke MI reporting and efficient onward billing of rechargeable travel.
- 90% online adoption for rail within one week, 95% within three months.

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**"We trust the team at Capita to manage our rail spend effectively. They understand the rail market and most importantly, they completely understand our business."**

Travel Procurement Manager, **Pinsent Masons LLP**

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If you'd like to know more, get in touch with a member of the team:

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**Travel and Events**