

Smarter approach

Combining relevant data sources to extract valuable and powerful insight to help you transform traditional business travel into Smarter working practises.

Our approach to Smarter working has led us to fundamentally review a shift in our DNA, looking at our people, process and technology offering.

With the ability to analyse data and apply knowledge we're able to act on what we call actionable insight. This can be used to positively influence behaviours in a way that creates better quality and value in service through our 'Smarter buying', 'Smarter working' and 'Smarter working - tailored' propositions.

Smarter buying

All of our customers benefit from our unrivalled scale and unique ecosystem of suppliers across the full spectrum of travel, meetings and events. As a result, we're able to deliver contract consolidation, spend oversight and cost reduction, beyond what a traditional market player could achieve.

Not only this, through our strategic partnership with GlobalStar, we're able to support customers looking to establish multi-regional office location reach, without compromising our unique UK focused proposition.

As a result of our leverage, scale and ecosystem of suppliers, we're able to ensure our customers (small or large) benefit from the most competitive rates and fares. This is achieved by taking areas of procurement spend that were often unmanaged or uncontrolled, allowing us to find cost and process efficiencies.

By consolidating complex, fragmented processes and systems through our user friendly technology platform, we can provide a seamless and consistent user experience.

All of this is in addition to what traditional competitors can offer, as they often focus on delivering value-add through global coverage and scale, rather than developing the specialist, local expertise the UK market is looking for.

Smarter working

Smarter working enables intelligent travel and meetings arrangements through the application of insights gained from data collected across our customer base.

The outcome is a service that prompts employees and travel bookers towards more efficient travel and meeting habits, through the use of behavioural nudges and communications.

By doing this, it is the first product on the market that seeks to influence travel demand as well as travel supply.

It all starts by putting meetings at the heart of travel. By understanding why travel is necessary and interrogating travel and meetings data to tackle behaviours embedded within the organisation's culture, we can unlock new areas of savings potential.

Using standardised data and analytics to identify areas of spend leakage, we can benchmark organisation performance and spend against peers and competitors, as well as

Facts/Features

Smarter buying:

- Improved traveller experience with access to better value for money suppliers
- Recognisable savings across spend
- Assurance of traveller safety and wellbeing
- Improved policy governance and regulatory compliance

Smarter working:

- Measurable and continuous cost reductions
- Optimised travel bookings, spreading the cost more equally across participants
- Reduction in unnecessary travel by educating bookers of the total costs
- Increased employee satisfaction and connectivity
- Behavioural nudges and communications

Smarter working - tailored:

- Total view of the impact of travel, meetings and events on the traveller
- Data-driven decision making and analytics underpinning policy redesign
- Ongoing cost reductions through management

reduce costs, improve connectivity and increase employee satisfaction.

It is this service that makes us different from traditional market players, who often treat travel, meetings and events as separate areas of spend, failing to link up the connectivity between them.

Smarter working - tailored

Smarter working - tailored delivers all that Smarter buying and Smarter working offers; but goes beyond this by applying insights gained from data collected directly from the customer's organisation.

This enables very tailored recommendations in how travel, meetings and events supply and demand can be optimised with more accuracy

and understanding of the organisation.

This in turn initiates a change in behaviour, further achieved through targeted communications and personalised to specific user groups, reflecting the language, tone and culture of the organisation. It builds a total view of activities within the organisation by combining multiple data sources, benchmarking and analytics to achieve data-driven decision making and behavioural change.

We are the only organisation to use such extensive data sets for benchmarking and analysis. The traditional market player often focuses on the cost of travel, which means they don't take into account the impact of travel on the organisation, such as absenteeism and employee retention.

Putting you in control

All of these propositions have been designed to give a 360-degree view of travel expenditure and its impact on your business. By providing the information to put you in control, you'll have a clear view of the total travel demand within your organisation.

The idea is that it's not about how much data an organisation has. It's about having the capability to piece together and understand masses and often disparate data sources.

Our smarter approach to what we do compares and creates a significant differences to that of a traditional market player.

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