

Success story

## Improving experiences for all employees



A collaborative travel and events partnership that delivers improved experiences for all stakeholders, from travellers and bookers, to internal communications and procurement.



Traveller/user satisfaction and 5% year-on-year increase



Online compliance without the use of a policy mandate

Direct Line Group ('the Group') uses Capita Travel and Events to manage its business travel, accommodation, meetings and events. Having a solution that drives cost reduction is a big focus for the Group, but traveller experiences and welfare are vital.

"We want our travellers to feel different, whether that's a free coffee in the morning or money off food and beverage; it's all about adding value for our employees."

Contract Manager, **Direct Line Group**

The automated delivery of value added benefits is accompanied by messages that encourage travellers to make smart buying choices.

Reflecting one of the Group's values 'say it like it is', one of its regular travellers comments: "I find Capita's service really easy to use. It's quick, simple and provides me with everything I need when I'm on the move."

For travel arrangers, an online self-booking portal is a vital tool in improving experiences and helping them reflect another of the Group's values, 'do the right thing'.

"It has to be easy to navigate and show all of the options that they need to make an informed choice."

Account Manager,  
**Capita Travel and Events**

### Collaborating for enhanced compliance

Regular user feedback drives enhancements to the supplier programmes and to the self-booking tool. One result is an increase to 90% bookings made online, without a mandate.

In turn, this is increasing the use of the Group's preferred hotels and rate caps, reducing spend and improving relationships with hotels.

Satisfaction surveys have been implemented to measure services and tools and user satisfaction scores have improved by 5% year-on-year with a 97% score achieved most recently.

## Influencing change

"My role has become significantly easier due to the relationship with Capita. That's mostly from the implementation of MI dashboards that provide a holistic and granular view of travel within different departments."

Finance Business Partner,  
**Direct Line Group**

This MI (management information) provides bespoke reporting to different divisions of the Group's business. Full spend visibility brings increased control and league tables rank divisional performers to help increase a sense of competition to drive compliance.

"That's all useful to the business and my contract procurement function. Understanding where our employees travel, how, and the cost of that travel, we work with Capita to understand where savings can be made while we're still supporting our employees."

Procurement Business Partner,  
**Direct Line Group**

## People at the heart of policy

Effective employee engagement strategies are supported by the Group's internal teams.

"A big part of internal communications is about change and change is all about people. It's been great to work with a set of stakeholders who really understand that, and want to work collaboratively and in a way that's sustainable for our organisation and in a way that reflects our values."

Internal Communications Business Partner,  
**Direct Line Group**

## Aiming higher

Direct Line Group advocates an inclusive approach to continuous improvement.

"It's Direct Line's ethos and it's important that we continue to set the bar high. And it's equally important that we listen to our travellers, what they experience, how they experience it and

making sure we put solutions in front of them that they enjoy."

Contract Manager, **Direct Line Group**

The Group's 'Ideas Lab' encourages suggestions from employees on anything relating to the business or its people. Ideas relating to travel and meeting improvements are implemented if appropriate.

"What's great are the relationships that we've got internally with our procurement and contract management team and externally with the Capita team which allows us to socialise ideas."

Internal Communications Business Partner, **Direct Line Group**

"There's a strong element of collaboration, so it's a partnership that we can innovate in. We're able to move beyond some of the more standard services to see how we can provide really good insight and analytics to help them make better buying decisions."

CEO, **Capita Travel and Events**



The partnership received recognition with 'Travel Team of the Year' at the 2017 Business Travel Awards.

You can see everything that Direct Line Group and Capita's people say about this partnership by [watching the video](#) on Capita Travel and Events' website.

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“...a true example of listening to your traveller and working with your TMC to make it work for everyone. Simply brilliant and a worthy winner.”

Judges' citation, 2017 Business Travel Awards

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

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