

Traveler Engagement campaign guides travelers to TripSource — and better trip experiences



HIGHLIGHTS:

- ➔ TripSource adoption rose 102% during eight-week Traveler Engagement campaign
- ➔ Traveler sign-ups increased nearly 400% over a year
- ➔ Refreshed program brand continues to engage and influence travelers

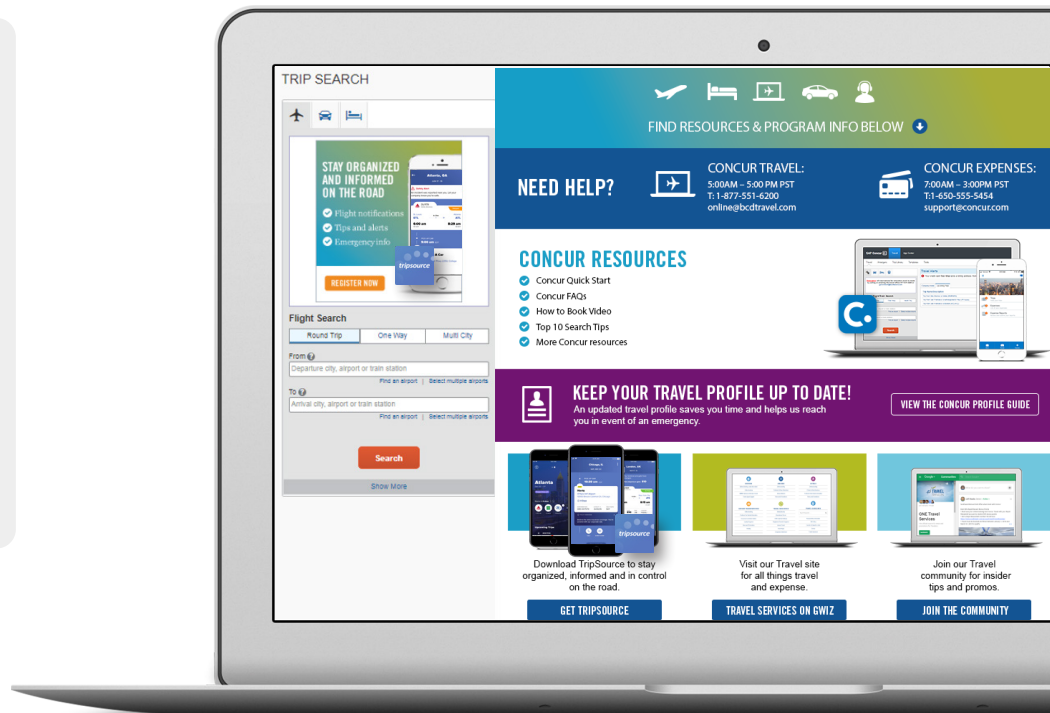
Client profile

Headquarters: California

Travelers: 10,000

Annual Travel Spend: US\$140 million

Total Air Spend: US\$90 million



CHALLENGES

Keeping employees happy, productive and safe on the road is the No. 1 priority for the California-based client. The company’s travel manager is a believer in the power of technology tools to simplify journeys and provide timely, relevant information to the roughly 10,000 employees who take at least one business trip a year.

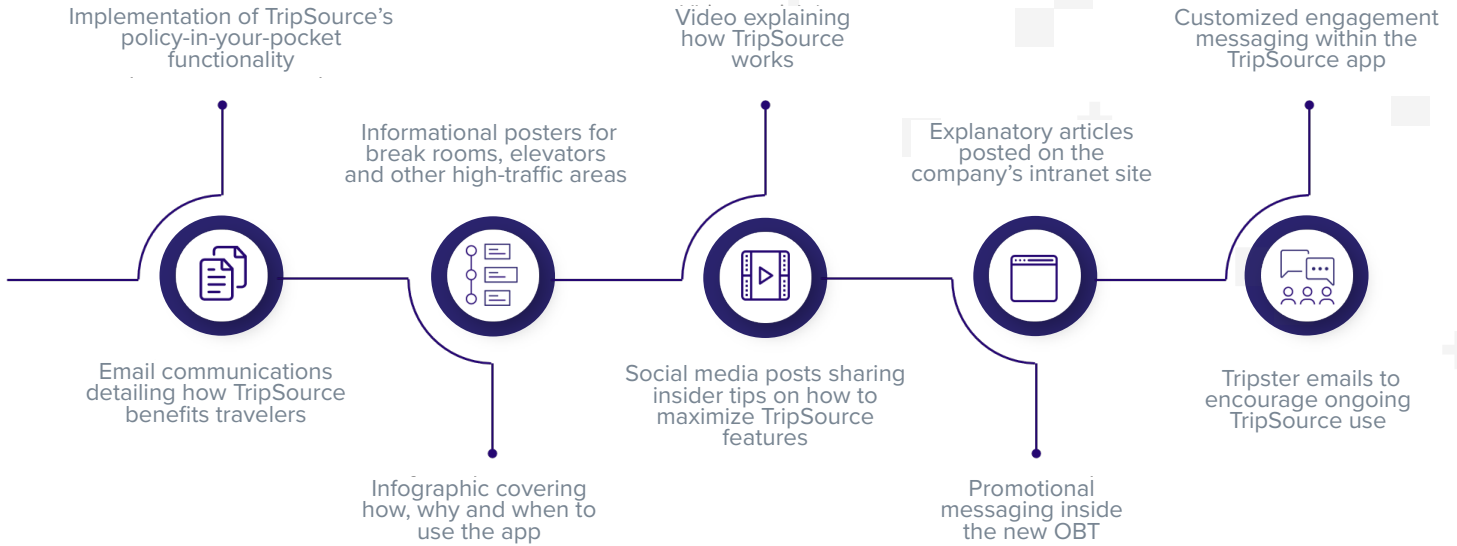
That’s why the company implemented TripSource® by BCD Travel. The TripSource platform and its companion app make it easy for travelers to manage itineraries, self-book hotels and get trip updates, relevant policy information and safety alerts anytime, anywhere.

“We saw TripSource as a way to enhance the traveler experience and promote travel program benefits,” the travel manager said. “But first travelers had to use it.”

SOLUTION

The travel manager used the launch of a new online booking tool (OBT) as the impetus for change. He brought in Advito Traveler Engagement™ experts to build and execute a campaign to drive TripSource adoption. They mapped out a strategy that piggybacked on the OBT implementation. The Advito team created a brand for the company's travel program; crafted visually appealing graphics; and created compelling content to raise traveler awareness of TripSource.

The Traveler Engagement campaign included:



"The Advito team had terrific ideas, and they were flexible as our timeline shifted because of the implementation," the travel manager said.

RESULTS

During the **eight-week active campaign**, TripSource adoption doubled. Even after it ended, travelers kept signing up. A year after the campaign launched, more than **4,100** travelers had signed up for TripSource—nearly a **400% increase** in users.

"Once travelers tried TripSource, they really liked the convenience it added to their trips," the travel manager explained. "They found the reminders and the supplier information helpful. Even something as straightforward as quick access to the address of your hotel can really simplify life on the road. TripSource makes it easy for our travelers to get to the information they need when they need it."

The travel program continues to use the professionally designed brand and communication templates to nudge travelers toward preferred suppliers and educate them about travel program benefits. Advito's Traveler Engagement campaign was worth the investment, the travel manager said. It demonstrated just how persuasive visually appealing and easily digestible content can be.



"Traveler Engagement was definitely worth the investment. We've gotten every penny back and more"

— Travel Manager

Advito is breaking boundaries in corporate travel. With a powerful, intelligence-driven framework that dynamically manages supplier spend and traveler behavior, travel programs can continuously run in balance and at peak performance, consistently meeting the needs of all stakeholders. With smart analytics, unique supplier strategies and integrated traveler engagement, we'll elevate your program to reach new levels of savings and satisfaction. Contact us today at advice@advito.com, or for more information visit www.advito.com.