



About Cable & Wireless Worldwide

Cable & Wireless Worldwide is a leading global telecoms company, providing a wide range of high quality managed voice, data, hosting and IP based services and applications.



Background

In 2007 THUS, (now part of Cable & Wireless), identified Gray Dawes' award winning gdbookonline as being the online travel management system that best met its requirements and as a result appointed Gray Dawes as its preferred travel management company. Gray Dawes' focused approach with its tailored implementation plan and bespoke training programme quickly delivered an adoption rate of 97% and reduced costs by over 20% in the first three months.

97% adoption rate achieved in the first month

In 2009 Cable & Wireless acquired THUS and undertook a thorough review of its travel management suppliers. Gray Dawes was selected in preference to Cable & Wireless' incumbent agent as the travel management company that could best deliver the most cost effective solution. Gray Dawes' capability to implement an effective online booking solution, train over 2,000 travellers and bookers throughout Cable & Wireless using its online training module and deliver robust reporting facilities were key factors in the selection process.



Online Adoption

Under the guidance of Cable & Wireless' appointed Account Manager, Gray Dawes' specialist e-Migration team delivered:

- A bespoke online user community communication campaign promoting the new tool, its benefits and scheduled training sessions;
- A bespoke training programme, primarily via on-site road show seminars (and web casts for non attendees);
- Proactive follow-up calls after training to ensure that users were confident booking online and to address any issues;
- An online adoption incentive model rewarding users for booking online;
- Online adoption KPI reporting identifying lookers not bookers to identify potential areas where additional training was required.

Why gdbookonline was selected

- Instant access to availability and fares
- Facility to pin-point individual London airports, that was available on other systems they tested
- Ability to control their travel policy, which allowed them to remove their manual authorisation process
- Comprehensive data reporting to measure cost savings and performance
- Facility to view every available fare in order of price on one screen enables easy and quick comparisons
- Lowest fare guarantee provides added confidence among bookers
- 'Visual guilt' facility encourages the best available fares to be booked

In addition, a key priority was to reduce internal administration costs by eliminating the paper trail associated with the existing travel authorisation process. This was addressed by pre-travel authorisation processes built into the gdbookonline tool.

As part of the service offering, free online assistance was provided to users through Gray Dawes' 'Live Agent' team. This support proved very effective in driving up adoption rates by boosting user confidence.

Online adoption rates reached an average of 66% over the contract period.



Fare Savings

Gray Dawes worked closely with Cable & Wireless to identify areas where fare savings could be maximised. By using Gray Dawes' management information reporting to analyse travel trends, Gray Dawes identified that routes on the bmi British Midland International network were frequently used by Cable & Wireless. As a result Gray Dawes brought bmi to the table and implemented a set of contracted rates specifically for Cable & Wireless. This initiative, combined with providing access to Gray Dawes' specially negotiated fares, delivered air fare savings to Cable & Wireless of £638k over a two year period.

Fare savings of over £638k delivered over a two year period.



Corporate and Social Responsibility

In order to satisfy the company's Corporate Social Responsibility commitments, Gray Dawes delivered a two pronged solution to support Cable & Wireless and its travellers. Firstly, an automatic prompt was set up in Gray Dawes' reservations system to trigger the despatch of an alert to the Security Department at Cable & Wireless whenever an itinerary to an 'At Risk' destination was booked. This ensured that specific travel advice could be provided to the traveller in order to ensure their safety. Secondly, a daily security report provided details of every travel itinerary and the contact details of every traveller, so that immediate contact could be made in the case of an emergency. If and when an incident did occur, Gray Dawes immediately informed Cable and Wireless of all affected travellers and issued a travel alert regarding the risk. This robust process was used to good effect during the Ash Cloud Crisis and Middle East unrest.

Furthermore, comprehensive carbon emission reports were provided on a monthly basis. Based on Defra data, the reports enabled Cable & Wireless to drill down and analyse air emissions split by Domestic, European and International travel and rail emissions split by Domestic and Eurostar.

"Gray Dawes offered a unique proposition with clear, demonstrable benefits for a fully integrated solution both offline and online. The ability to drive policy compliance, deliver better value and enhance cost efficiencies were unquestionable inducements."

Gary Van Dam, FM Services Manager, Cable & Wireless