

# Egencia decreases costs and increases traveller satisfaction for manufacturing client Skyjack



Skyjack is the number one scissor-lift manufacturer in the world. It builds, ships and services self-propelled aerial work platforms to independent, regional and national rental companies globally. With production facilities in Canada and the United States, and with support offices in Europe and Asia, Skyjack is continuously engaged with material suppliers and with customers around the world. This requires frequent travel for executives and employees in manufacturing, while many in the sales force and on the service side spend the majority of their working life on the road.



## The Challenge

Skyjack began shopping for a travel management partner in 2011, with several specific goals:

- Reduce costs
- Consolidate travel planning to leverage the full power of the Skyjack travel dollar
- Encourage advanced booking to capture lower average ticket prices
- Increase online adoption(booking fees are 67% less than agent-assisted)
- Maintain flexibility, especially for employees who must make frequent last minute bookings or changes.
- Keep employees, especially those for whom travel is an integral part of their work lives, satisfied and happy, and not impede their ability to do their work.

## The Results

In March 2012, Skyjack engaged Egencia, with these results:

- A 28% decrease in the domestic average ticket price in the first year
- An average 28-day advance purchase
- An average fare cost that is 24% less than similar-sized clients
- An online booking rate of 92%
- Able to easily extend the travel program to other business units
- Saved an additional 10% on its negotiated hotel program
- Lowered the Average Nightly Rate to 19% below Egencia's client benchmark



Skyjack travellers have responded to Egencia service surveys with a 100% positive likelihood to recommend and 100% positive Travel Consultant Satisfaction.

## Don't Bug Me; I'm Trying to Book My Travel

Prior to engaging Egencia, the company had never worked with a managed travel provider, so every employee booked their own travel – and most did so in their own peculiar way. Many of the high-volume travellers preferred to book direct and online, but a good portion used a favourite travel agent or agency (few of which were the same). Many also felt compelled to search for the best deals through online discount providers, frequently incurring unpleasant surprise fees when they had to change or cancel arrangements. Nevertheless, the most frequent travellers were pleased with their personal planning regimes and were resistant to learning new systems or giving up flexibility and control.

## If Everyone Is in Charge, Maybe No One Is

Although Skyjack was confident in the integrity of its travel expense reporting and accounting, the individual-level booking made it impossible to break down or analyse the total travel spend. Skyjack was unable to assess booking patterns or to leverage its total spending when negotiating with favoured suppliers (in the air or on the ground). The lack of consistency also made it difficult to help travellers who faced delays or disruptions on the road. Case by case, there was no central record of where an individual was, what airline they were traveling on, where they had purchased their ticket or where they were planning to stay – all information that is necessary when trying to assist a traveller remotely.

## What's Most Important in a Travel Management Company?

In searching for a Travel Management Company, Skyjack identified direct costs (per transaction and management fees), as a prominent concern. But it also put great weight on potential time savings, ease of reporting and data collection, and ease of use for travellers and arrangers. A new system also needed to be equally supportive of travellers wishing to book online and those preferring to deal with a live agent.

Skyjack stated clearly its demand for friendly, responsive and personal service, saying, "There's nothing worse than dealing with impersonal and mechanical service providers."

- Skyjack Travel Manager Hannah Rowanwood says the company chose Egencia because:
- Transaction costs were low, and would be consistent for all travellers;
- The enhanced ability to manage hotel spending and pre-book promised greater savings;
- The Egencia online portal was simple to use, intuitive and seemed familiar to most online purchasers;
- There was live-agent support for those requiring or preferring it;
- Egencia's management system made it much easier to suggest or impose guidelines and restrictions for travel purchases;
- Data collection and reporting was extensive;
- The paperless and real-time approval process was "an added bonus;" and
- The agents and the management team at Egencia were "friendly, personal, and very responsive."

I have to say that our Account Manager with Egencia has been fantastic – David Reilly is wonderfully calm, patient and responsive, no matter how small the issue or question.

## Making the Change

Skyjack launched its new relationship with Egencia in March 2012, afterward describing the event as, “fairly painless, surprisingly.” Egencia began by providing training to all traveling employees, either in person, via webex tutorials, or both.

Hannah says, “There were of course a few bumps and hiccups along the way, as is to be expected when introducing such a significant change to such a large group of people – particularly those full-time travellers who were quite set in their ways. The majority of our headaches were with our employees rather than with Egencia, as we worked to iron out resistance, explain the benefits, reassure continuity, and explain the flagging (out of policy) process.”

Hannah says that from the first sales pitch, through the implementation process and, now, into maintenance, the Egencia team has always been “highly professional, yet personal and friendly.”

“We have definitely seen the benefits in terms of ease of data collection and reporting, ease of booking (particularly for traveller arrangers), and visibility into spending and travel patterns.”

## Extending the Success to Other Business Units

Skyjack was so pleased with the implementation of their new travel program, they decided to transition other business units to Egencia. They are in the process of rolling out Egencia to their parent company, Linamar Corporation, a global manufacturer of engineered industrial products. Skyjack will be onboarding Linamar’s 500+ travellers over the next few weeks.

## Plan Early – and Make Employees Part of the Process

Hannah says that while the Egencia implementation process went smoothly, any company that is about to engage a Travel Management Company would be rewarded by preparing carefully and including employees in the process. “If there’s one piece of advice I could give, it would be to gently introduce the concept of a managed travel provider well ahead of launch, particularly if you have an older work force or travellers who spend a majority of their working life on the road. In hindsight, I would have begun spreading the word months ahead, while still researching and testing, and given time for the employees to get accustomed to the idea in general.

“We underestimated resistance to change, and the challenges involved with breaking long-standing habits. As a result, with some groups we did experience significant employee push-back to the program, all of which I believe could have been avoided with more advanced notification.”

That said; when Egencia conducted its post-implementation Travel Counselor survey, **100% of respondents said they would recommend Egencia’s service – and 100% gave a positive answer on the question of Travel Consultant satisfaction.**



## About Skyjack

Skyjack produces a full line of self-propelled scissor lifts with elevated work heights ranging from 21 feet to 56 feet, and capacities of up to 2,000 pounds. Skyjack's expanding telescopic and articulating boom products provide safe and stable work platforms from 40 feet to 66 feet. Skyjack also produces a full line of telescopic material handlers with its VR and Zoom Boom product lines. These aerial work platforms are world renowned for reliability. Setting the standard for product development and features, many of Skyjack's breakthroughs are now considered industry standard. Quality and reliability are the hallmarks that have established Skyjack as the manufacturer of the best scissor lifts in the world.

In August 2002, Skyjack was purchased by Linamar Corporation, a diversified manufacturing company with 40 facilities worldwide, fabricating precision products and powertrain solutions for the light vehicle, commercial truck, off-highway, energy and industrial OEM markets. The company's solid balance sheet gives Skyjack increased strength and long-term stability. Skyjack has production facilities in Canada, and the United States with support offices in Europe and Asia.

For more information about Skyjack and their products, please visit [www.skyjack.com](http://www.skyjack.com)

## About Egencia

Egencia is a leading full-service travel management company delivering innovative corporate travel solutions and expert local service to more than 10,000 clients in nearly 60 countries around the world. As part of the Expedia, Inc. group, (NASDAQ: EXPE), the world's largest travel marketplace, we provide forward-looking companies with the ability to drive compliance and cost savings in their travel programs, while meeting the needs and requirements of the modern business traveller. Egencia's mission is to transform business travel by revolutionizing travel technology and service. The company is committed to doing so by making business travel better for everyone by building on the insights and innovations coming from clients, Expedia Inc. and its network of best travel brands in the world. Egencia leverages this knowledge to delight travel managers, travel arrangers and business travellers. It is easy to plan, book and manage business travel with Egencia. For more information, please visit [www.egencia.ca](http://www.egencia.ca)