

## Improving Traveller Satisfaction and Achieving Cost Savings with BrainJuicer

BrainJuicer began working with Egencia in 2010 and, after a successful trial in the UK, expanded the partnership to their 11 offices worldwide. Within a few months, online adoption rose from 0% to over 85%, with BrainJuicer seeing significant improvements to traveller satisfaction and cost savings as a result.

### The Challenge

BrainJuicer's offline travel programme was failing to meet the needs of the company's staff. Due to the lack of an online solution, the organisation's travellers were becoming frustrated by poor inventory visibility, and the difficulty they faced if trips needed to be amended or cancelled.

In late 2010, BrainJuicer conducted a global travel review and identified a number of key areas to improve the effectiveness of their travel programme, including:

- Service levels of account management and travel agent teams
- Traveller satisfaction and itinerary management
- Experience and capability in service and technology
- Superior customer service and a user friendly online solution

### The Solution

Incorporating BrainJuicer's brief and the key elements identified in their global travel review, Egencia presented a travel solution which highlighted the cost and service benefits of a combined online/offline service:

- Travellers empowered by practical, intuitive online solutions that power smarter travel decisions and leading to greater savings
- Online tools and automated business intelligence help the management team reduce spending per trip, strengthen supplier relationships and pursue strategic savings initiatives
- Professional travel consultants available 24/7/365, delivering expert support wherever travellers are
- Travellers shop an intelligent travel marketplace that leverages the purchasing power of Expedia Inc. to deliver the broadest range of travel content



### BrainJuicer - Overview

BrainJuicer is an innovative international market research agency with strategic business relationships and thought leadership engagements in developed and emerging markets.



"Egencia's technology-based service enhanced traveller satisfaction within the company, allowing the business to concentrate and improve the higher level aspects of our travel programme."

Denise Barrett  
Travel Coordinator  
BrainJuicer UK

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## Service Levels

Working to a limited timeframe, Egencia were able to implement and launch BrainJuicer's new travel programme in just four weeks.

Kristine Newall, BrainJuicer's assigned Account Manager, facilitated the smooth transition to the go live date with her personalised and responsive service while offering specialist support and advice to the management team. BrainJuicer was also assigned a designated team of six Egencia agents – all possessing over 5 years' industry experience – who assisted BrainJuicer's travellers as they migrated to the online system.

## Traveller Satisfaction

Due to the intuitive, consumer-focused design of Egencia's online booking tool, it was immediately utilised by BrainJuicer's travellers.

Egencia's familiar, leisure-style booking experience encouraged uptake, with users enjoying the control, visibility and flexibility they gained from integrated products such as SeatGuru, TripAdvisor and Egencia's Mobile App (see below) – they could now make the most informed choice for their trip.

Assigned agents continue to provide BrainJuicer's travellers expert advice and assistance for any complex or unfamiliar bookings.

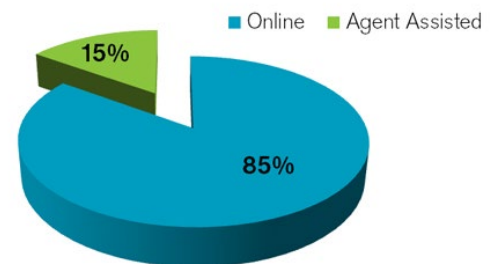
## Technology

The functionality of Egencia's industry-leading technology was also utilised by BrainJuicer's management team. Customisable reports, automated compliance controls and pre-trip approval provided the company's Travel Managers with greater insight and control over their travel policy. Traveller tracking and travel alerts also enabled BrainJuicer to better anticipate risk and ensure duty of care to travellers.

## BrainJuicer's European Air Average Ticket Price

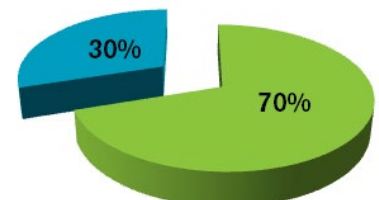


## Online Adoption Rates



## Travel Service Methods

- Spend on air travel to USA, China, Brazil, Germany, Switzerland & the Netherlands
- Spend in hotel and rail services



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