



Atlantic Pacific American Express

Serko Online Booking Tool (OBT) Adoption

CASE STUDY: ANZ NATIONAL BANK LIMITED—AUGUST 2008

We (APX) implemented Serko Online (SOL), the award winning 'online booking tool' (OBT), with this major Financial Group as part of a natural progression to improve efficiencies and reduce costs. This case study is a good illustration of our ability to drive adoption through focused and customized management techniques.

Adoption: now at 90%+ - 90% uptake within 2 months of implementation

Challenges

The system was to be implemented within 3 months of the decision to go with SOL. Our dedicated Project Manager assisted by our Account Management team coordinated the implementation, including a three month pilot and Beta, Security (Penetration) & Risk Assessment Testing, the loading of 8000 traveler profiles, and national training and education of travel bookers (thereby reducing the number of 'shopping' calls to the travel office).

Although the client did mandate use of the OBT, the Project and Account Manager's were still responsible for training the 8000 travelers and 350 main travel bookers across all client divisions nationally.

Managing Adoption

The Implementation team maintained a distribution list of approximately 300 secretaries, and communicated regularly with them.

Adoption by business area is reported each month, as well as the reduction in average ticket price achieved against classic bookings to demonstrate the savings achieved. In addition, to track the impact of the reduced transaction fee, we report savings achieved by booking online.

To promote adoption, the Client mandated use of the OBT and in consultation with HRG an incentive to reduce the transaction fees when certain adoption levels across the company were reached was introduced. HRG also promoted use of the dedicated Online Travel Desk – staffed by dedicated OBT consultants

who could also offer first line support to new users. The Account Manager continues to carry out regular training and refresher sessions, especially to target new influx of temporary assistants.

Results

In November 2007 we scoped the project – calculating that 90% of eligible trips could be booked online (eligible being a point to point route). The pilot scheme and testing went from January to March 2008 – with the training in the last two months of the pilot. We went live with the wider group in April 2008 and by the end of April 2008 the adoption level was at 83%. Reduced fees were applied to online bookings and a mandate was achieved with key business areas, which helped drive the adoption levels up. The eligible trips percentage was recalculated at 70% of total trips and the adoption to this increased in May 2008 to 90%. By August 2008 this adoption rate was exceeding 90% of all eligible bookings. Continual communications to the users and promotions have also assisted in achieving this level of adoption.

"Thanks all. We are there! I would like to thank HRG again for all the work and effort taken to get Serko across the line and implemented in the bank against aggressive timelines and unique business requirements. I would also like to thank HRG for working with us to provide the level of detail that was given on the transaction fee model in order for us to gain clarity on the costs".

Manager - Sourcing Alliances, Supplier Shared Services

