

Case study: CPM Australia and New Zealand

Corporate Traveller has been managing CPM Australia and New Zealand's travel for over a decade. During this time Corporate Traveller has helped CPM Australia and New Zealand reduce and contain its travel costs through greater visibility and more efficient processes. The long-standing partnership is based on loyalty, trust and is maintained through Corporate Traveller's high-touch, personal service.

Who is CPM Australia and New Zealand?

As part of the world's largest field marketing group, CPM International, CPM Australia and New Zealand offers unrivalled international experience and know-how combined with local insights and execution excellence.

What challenges has the company faced?

Due to the high volume of travel undertaken by CPM Australia and New Zealand, the company's ongoing objective is to reduce and contain costs. The company relies on Corporate Traveller to maintain a streamlined booking and invoice process and sought Corporate Traveller's help to reduce the company's spend on accommodation and car hire.

What strategies has Corporate Traveller put in place?

- a) **Best Fare of Day** – Corporate Traveller helps CPM Australia and New Zealand maintain an open skies policy using Best Fare of Day for all domestic and international flights, unless requested otherwise.
- b) **Car hire streamlined** – Corporate Traveller conducted a six month study comparing the cost of booking car hire direct with a supplier and the cost of using Corporate Traveller's preferred negotiated corporate rates. CPM Australia and New Zealand now make all of its car hire bookings through Corporate Traveller, which has not only streamlined the booking and invoicing process but also reduced the company's total spend on car hire.
- c) **Preferred hotels** – CPM Australia and New Zealand use preferred hotel suppliers for its domestic accommodation



Our strategies to reduce CPM Australia and New Zealand's spend on domestic air tickets have helped the company achieve year-on-year savings.

- d) **Efficient invoicing** – Corporate Traveller recommended CPM Australia and New Zealand change from a monthly to weekly invoicing system. This provides greater visibility of weekly booking activity for the company's procurement department and ensures a more efficient payment process.
- e) **Regular reviews** – Corporate Traveller conducts quarterly reviews with CPM Australia and New Zealand to discuss their travel performance and identify opportunities for further savings.

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What were the results?

Corporate Traveller's strategies to reduce CPM Australia and New Zealand's spend on business travel have helped the company achieve year-on-year savings. Corporate Traveller's internal benchmarking shows domestic airfare savings for CPM Australia and New Zealand of 52 per cent during 2007, 62 per cent in 2008, 63 per cent in 2009 and during the first quarter of 2010 they recorded a 65 per cent saving.

Travel management reporting also indicates that based on their top destination (Sydney), a saving of approximately \$31,300 has been achieved through Best Fare of Day policy. Airfare bookings for Sydney represent a third of CPM Australia and New Zealand's total domestic trip count.

CPM Australia and New Zealand has also improved its advance purchase of domestic airfares, recording a 16 per cent drop in bookings made with only 0-5 days notice.

What is CPM Australia and New Zealand's response?

"As an international organisation with offices around the globe and clients throughout the Asia Pacific, travel is an important part of CPM's business. The ability to manage the associated costs and ensure all aspects of travel service are provided to the highest and most cost efficient standards are critical to the business. CPM Australia and New Zealand's long-standing relationship with Corporate Traveller is evidence of the high regard our business has for the service provided by Corporate Traveller."