

# Case study: Ensign International Energy Services

Corporate Traveller has been managing the travel needs of Ensign International Energy Services since October 2003. During that time Ensign International's travel requirements have changed as a result of the company's organic growth and ongoing contractual arrangements outside Australia.

Proactive and expert travel management ensures Ensign International leverage every cost saving opportunity available to them. This drives down costs, adds value to their travel program and creates seamless and safe travel for Ensign International's core workforce.

## Who is Ensign International?

Ensign International is an integrated energy drilling service provider that specialises in the drilling, completion and servicing of all forms of hydrocarbon and geothermal wells.

Since inception in 1954 as Oil Drilling & Exploration, Ensign International has progressively earned a reputation as a professional and cooperative contractor that operates in some of the most difficult regions in the world. Ensign International's fleet of rigs is continually being upgraded to keep abreast of the rapid advances in technology, hence maximising productivity and efficiency.

## What are the main features of Ensign International's travel?

Corporate Traveller manages both domestic and international travel for Ensign International, with a strong focus on its air component. A significant portion of the company's travel is made up of international flights to destinations in the Middle East, Africa and South East Asia.

Personnel that are engaged in the drilling industry work on a rostered cycle basis with crew changes involving groups of five to eight professionals travelling to/from various drilling sites at any one time.

There is also a significant portion of domestic travel undertaken by Ensign International including car hire requirements.



Proactive and expert travel management ensures Ensign International leverage every cost saving opportunity available. With the help of Corporate Traveller, Ensign International has successfully reduced its travel costs and added value to their travel program.

## What solutions has Corporate Traveller put in place?

Over the years Corporate Traveller has implemented a number of strategies to contain costs and leverage the benefits of preferred suppliers or industry reward programs. A combination of product knowledge, technology and strategic management of its travel program has seen Ensign International save over \$1 million dollars on its air spend in 2009 alone.

### Strategies:

- a) Managing client-preferred supplier relationships:  
Corporate Traveller proactively manages Ensign International's relationship with the company's preferred air suppliers. This involves acting as a facilitator between the two organisations, setting up meetings, renewing contract arrangements when needed, adding new cities to Ensign International's contract and ensuring the

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company is receiving the best deal by benchmarking against other airlines.

- b) **Star Alliance program:** The integration of the Star Alliance (air) program into Ensign International's travel arrangements ensures company travellers benefit from faster and smoother flight transfers, seat upgrades, awards, have access to more global airport lounges and can leverage frequent flyer programs affiliated with the Star Alliance network.
- c) **Global fare system:** Corporate Traveller has implemented 'reverse' Emirates airfares from Tripoli for Ensign International travellers working in Africa. This ensures a local booking, ticketing and invoicing system that reduces the overall cost of international travel.
- d) **Corporate Traveller Selfbook:** Corporate Traveller has implemented self booking technology, which is utilised by Ensign International's HR personnel for its domestic air travel and car hire requirements. This has streamlined the approval, booking and administration processes for all of Ensign International's air travel and car hire.
- e) **24-hour assist:** A dedicated 24-hour emergency assist system has been set up for Ensign International.

## What were the results?

Corporate Traveller's proactive approach to managing Ensign International's travel has generated tangible savings

across the company's program. Corporate Traveller's client benchmarking shows Ensign International achieved a saving of more than \$226,000 (32%) on its domestic airfares during 2009 and over \$1.1 million (42%) for international airfares. Ensign's savings on domestic air travel is boosted by having almost 50% of the company's airfares utilise cheaper booking classes.

In addition Ensign International has realised significant savings on its international travel by using a preferred carrier and receives discounts of up to 35% off airfares as part of its Star Alliance membership. Discounted fares are accessed through Star Alliance carriers including Air New Zealand, Deutsche Lufthansa, South African Airways, Singapore Airlines, Thai International, United Air Lines and Air Canada.

Corporate Traveller's Selfbook technology also helps to contain costs through improved policy compliance and creates greater resource efficiencies for Ensign International's travel bookers.

## What was Ensign's response?

"Through a dedicated group of travel consultants, Ensign International is assured a quality service, which is closely aligned to Ensign International's safety protocols and to its quality service approach to its business activities."

**John Bushell, Vice President Contracts and Marketing,**  
Ensign International Energy Services.