

# Case study: Heart Foundation

Corporate Traveller has been managing the Heart Foundation's travel program since May 2010. The successful partnership has generated increased value and greater travel savings for the charity organisation. More strategic airfare procurement, refined travel policies, the implementation of best-practice online booking technology and access to exclusive client offers has the organisation well placed for long-term cost containment on travel.

## About Heart Foundation

The Heart Foundation saves lives and improves health by providing funding for world-class cardiovascular research, guidelines for health professionals, information for the public and assisting people with cardiovascular disease. As a charity, the Heart Foundation relies on donations to continue its lifesaving research, education and health work. Its mission is to reduce the suffering and death from heart stroke and blood vessel disease.

## What were the Heart Foundation's priorities?

The Heart Foundation sought a travel manager that could provide tailored customer service and strategic advice that would deliver tangible long-term savings. The organisation wanted increased time and cost efficiencies on its travel, greater visibility of its spending, travel and purchasing patterns and to more effectively leverage its travel volumes.

The Heart Foundation was also looking for detailed reporting and analysis of its travel data and a more proactive relationship with its travel and account manager.

## What strategies did Corporate Traveller implement?

### Personalised service

Corporate Traveller hand-selected a dedicated, local team of travel managers and an account manager to oversee the Heart Foundation's account. Our team was well versed on the needs and objectives of the Heart Foundation's travellers and travel program.



Corporate Traveller holds quarterly reviews with the Heart Foundation and provides monthly reporting to assist with spend and performance monitoring.

### Travel policy application

Corporate Traveller has been working proactively with the Heart Foundation to ensure greater traveller adherence and application of the organisation's travel policies. As part of this strategy, Corporate Traveller has been capturing and closely monitoring the use of best fare of day and working closely with the Heart Foundation to encourage advance purchase of tickets where possible.

### Airline marketshare

Corporate Traveller recommended the Heart Foundation spread its marketshare more equally across carriers to include a higher volume of discount airfares.

### Online booking tool (OBT)

Corporate Traveller implemented its OBT as a way of streamlining travel and reducing transaction fees. This online technology not only helps to capture data and reinforce the organisation's best fare of day policy, it creates greater visibility of group spend as well as time, booking and expense management efficiencies.

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## Value add services

- **Virgin Australia Accelerate program** – because the Heart Foundation spends over \$20,000 on domestic airfares, Corporate Traveller enrolled the company with Virgin Australia's Accelerate program. This ensures the company receives free air travel credit, discounted lounge membership to Virgin Australia's The Lounge, Velocity points and status credits for frequent flyers.
- **Access to special client offers** – as a Corporate Traveller client the Heart Foundation has access to exclusive deals such as free day passes to Virgin Australia's The Lounge, discounted memberships for the Qantas Club Lounge and discounted prices for leisure travel through Corporate Traveller's dedicated leisure team at Travel Club.

## Management information reporting

Corporate Traveller holds quarterly reviews with the Heart Foundation and provides monthly reporting to assist with spend and performance monitoring. This enables both stakeholders to identify where further improvements and savings can be made.

## What were the results?

Based on Corporate Traveller's internal benchmarking, the Heart Foundation now purchases domestic air tickets that are on average 65 per cent cheaper than fully flexible fares and uses international tickets that are on average 43 per cent cheaper than fully flexible international fares.

In addition, 88 per cent of all the Heart Foundation's bookings are now made via Corporate Traveller's online booking tool, which has generated significant time and cost efficiencies for the organisation. (The Corporate Traveller average is 72 per cent).

## What was the Heart Foundation's response?

"Our partnership with Corporate Traveller has generated significant cost savings for the Heart Foundation, which ensures more funds are available for our health programs and initiatives."

David Gerrard, CFO, National Heart Foundation of Australia