

KEY ACCOUNT MANAGEMENT SOLUTION REDUCES TOTAL TRAVEL SPEND



- ▶ Cost-saving targets achieved within six months
- ▶ Corporate travel policy improvements
- ▶ Service delivery rated 'outstanding'
- ▶ African travel optimised through Fare Star

CHALLENGE

JSE listed, Tiger Brands Limited is one of Southern Africa's largest manufacturers and marketers of FMCG products. Operating across the African continent and beyond, Tiger Brands relies on efficient travel management of both domestic and international travel to effectively manage their operations.

In September 2015, Tiger Brands approached Club Travel Corporate with very specific goals:

- ▶ To reduce its total travel spend (including travel management fees)
- ▶ To directly integrate travel technology into the Tiger Brand's back-office programme
- ▶ To overcome the challenges it had previously experienced in regard to travel on the African continent i.e. unique routings, hotel establishments, connection times etc.
- ▶ To develop and manage a hybrid service delivery model that incorporates both an online and in-house solution.

“ The service [Club Travel Corporate has] provided since the start of the contract to date has been very outstanding. Orders, bookings and confirmations are done promptly. Through their [hands-on] dealings with us, we have successfully achieved our cost saving targets and improved our travel policy remarkably ”

Luch'e Premnand, Sourcing Specialist, Tiger Brands



SOLUTION

Club Travel Corporate customised a multi-layered, corporate travel management solution for Tiger Brands; it comprises an online travel booking tool and an offline in-house service solution.

Club Travel Corporate established, activated and operates an in-house team of five Club Travel Corporate staff. This key account management team has the relevant industry expertise and experience to insightfully and efficiently service the unique needs of Tiger Brands' business, uphold the stringent quality control standards set, and accurately and intelligently report on the account. Tiger Brands' executives also have full access to a dedicated in-house Club Travel Corporate VIP service desk.

RETURNS

Club Travel Corporate met and exceeded all of Tiger Brands' objectives within six months of the contract.

Not only have we greatly reduced Tiger Brands' overall travel spend at no compromise to the quality of their travel experiences, Club Travel Corporate seamlessly integrated its travel programme and aligned invoicing, reports and data to Tiger Brands' business functions and technologies.

As the exclusive South African GlobalStar partner and therefore, user of the online booking tool, Fare Star, Club Travel Corporate has provided greater variety and options for travel in Africa at market-leading fares. In this way we have overcome the challenges Tiger Brands previously experienced regarding their African travel.

Our Tiger Brands' key account management team delivers a comprehensive range of corporate travel management solutions that positively impact Tiger Brands' productivity and profitability; services that have been recognised by Tiger Brands at the highest level.