

SPRINGER NATURE

Going global leads to travel savings of 13% for leading academic publisher



Global implementation succeeds amid merger, resulting in 58% increase in online booking adoption and 69% increase in hotel-to-trip-night compliance.

Challenge

Springer Nature, a leading academic, professional and educational publisher of some of the world's most influential journals, seized the opportunity presented by a large merger to transform its travel program. The company sought a travel management company that could fulfill its ambition to create a global program and still offer local service in key markets. In January 2015, the company chose BCD Travel, which already served two of its European markets, and drafted a plan to:

- Realize savings by consolidating travel purchasing power across global business units
- Implement a global travel policy to boost compliance and duty of care
- Collect better data that would allow greater visibility into worldwide travel spend, traveler security and the company's carbon footprint
- Cut costs and improve efficiencies using online booking and other travel technology tools
- Manage change by communicating effectively with stakeholders and travelers

"We looked to build upon the success we already were having with BCD Travel and expand it globally," said Charlie Thelu, head of Strategic Sourcing at Springer Nature. "We had something that was already working in key markets, so we went with BCD's proven solutions."

Approach

Increasing online bookings was a high priority for the company. BCD helped Springer Nature gain traveler buy-in by crafting a comprehensive yet clear global travel policy; educating travelers about the policy and online booking; and configuring the Concur online booking tool to simplify bookings, reduce traveler frustration and increase compliance.

The implementation brought travelers in the United States, the Netherlands, Mexico, Brazil, Germany, the United Kingdom, Australia, Egypt, India and Spain into a consolidated program unified by Concur technology. Travel transactions doubled, and Springer Nature hired a full-time travel manager, Sammit Khandeparkar, to oversee the worldwide operation.

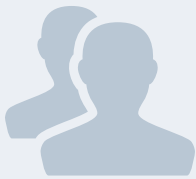
Results in brief

- ✓ **Global program implementation** in 10 markets, and expansion continues
- ✓ **13% reduction** in overall travel spend
- ✓ **69% increase** in hotel-to-trip-night compliance
- ✓ **58% increase** in online adoption
- ✓ **12% drop** in average air ticket price
- ✓ **6% drop** in hotel average daily rate

“BCD provides the data, insights, tools and consultative expertise that help me improve performance today and make smart decisions about where to take our program next.”

—**Sammit Khandeparkar**, Global Travel Head, Springer Nature

Springer Nature at a glance



13,000
employees



Offices in
**more than
50 countries**



Registered office
in **Berlin**



€1.64 billion
(US\$1.96 billion) in
2017 revenue

Results

The global implementation was a success. By the end of 2017, the markets where Concur was available saw online booking adoption increase 58%, compared to January 2015. After adding BCD and other hotel content into the booking tool to give travelers more options, hotel-to-trip-night compliance rose 69%.

Between January 2015 and December 2017, Springer Nature shaved 13% from its overall travel costs, including:

- 12% decrease in average air ticket price
- 6% decrease in hotel average daily rate
- 9% decrease in car rental average daily rate
- 13% decrease in average rail ticket price

In 2017 alone, online booking tool adoption for eligible trips rose above 90% in the U.K. and U.S. What's more, with BCD's support, Khandeparkar launched an effort to take advantage of nearly 3 million unused airline loyalty miles, shaving 4% from global air spend in 2017.

Khandeparkar appreciates how the TMC looks for savings innovations. For example, he relies on a BCD-created online air tracker to monitor air travel patterns and costs. “Our BCD account manager regularly identifies new ways for us to save and improve travelers’ trip experiences,” he said.

The significant increase in hotel-to-trip-night bookings gives Khandeparkar greater confidence that travelers are staying in accommodations that meet Springer Nature’s duty of care and sustainability standards. The company is better able to find and assist travelers in a crisis and track the carbon impact of their travels.

“BCD provides the data, insights, tools and consultative expertise that help me improve performance today and make smart decisions about where to take our program next,” Khandeparkar said.

Thelu, the Strategic Sourcing leader, said having a global program managed by BCD has simplified collating and reporting on global travel data. “We have a much clearer companywide picture of costs, duty of care compliance and the environmental impact of our travel program. We can see where there’s room to improve and take action.”