

# A Guide to Getting 100% Traveler Adoption

The Next Generation of Corporate  
Travel Management

**TripActions**

Let's go.



# TABLE OF CONTENTS

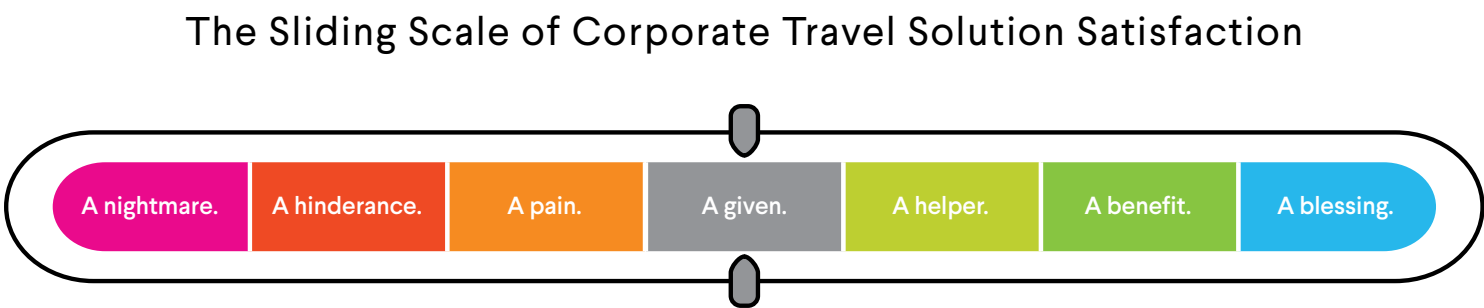
<b>INTRODUCTION</b>	<b>3</b>
<b>FIVE REASONS EMPLOYEES WILLINGLY ADOPT A TRAVEL SOLUTION</b>	<b>4</b>
<b>1: CHOICE &amp; VISIBILITY</b>	<b>5</b>
<b>2: EASE OF USE</b>	<b>10</b>
<b>3: ALWAYS-ON TRAVELER SUPPORT</b>	<b>14</b>
<b>4: FLEXIBILITY</b>	<b>18</b>
<b>5: TRUSTED</b>	<b>22</b>





# How do most employees really feel about their company's travel tool?

The emotions triggered by corporate travel tools can range from hatred to grumbling acceptance to elation. Where a business person falls on this scale at any particular moment in time will quickly reveal their commitment to following policies and procedures. A confusing user interface, a lack of inventory, baffling price policies, ineffective support — all of these and more can contribute to user dissatisfaction and frustration.



## Turning even your most fickle travelers into loyal fans.

The average employee enjoys traveling for work, at least in theory. Really! It's the reason **90% of road warriors surveyed said they view traveling for work as a perk**. The challenge is making it as simple and frictionless as possible for them to plan, book, travel, and then report expenses. The travel part should never get in the way of the main reason for going out of town: to grow the business.

## 50% of today's business travelers regularly go rogue.

If your travelers aren't using your tool, you lose visibility into their booking and spending, and control over future booking and spend behaviors. How do you keep them on the good side of the Sliding Scale of Corporate Travel Solution Satisfaction? And really, why is it all that important?

## On average, travel amounts to 10% of overall company spend.

Making sure you get the most out of your business travel investment would seem like enough reason to focus on the topic at hand. But studies also show that positive travel experiences can actually increase job satisfaction and improve the overall company culture. In this guide, we'll explore the five key factors you must deliver to drive more adoption. You may even create fervent fans out of your most jaded road warriors.

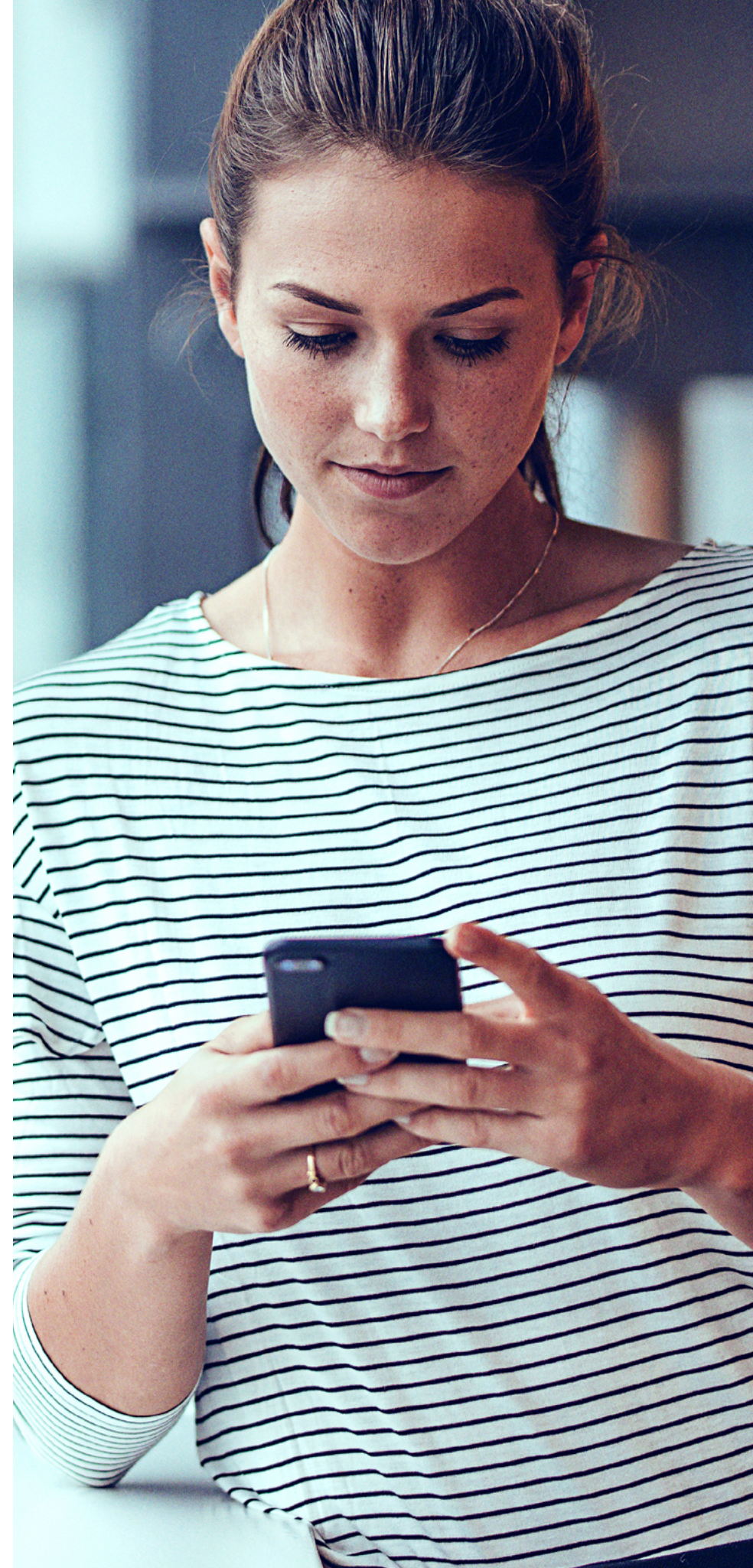






## Five reasons employees willingly adopt a travel solution.

TripActions' customers enjoy, on average, **an industry-leading 90% adoption rate**. How? By delivering 5 beloved benefits to their travelers: **Choice, Ease of Use, Support, Flexibility, and Trust**. Let's look into the common pains experienced by business travelers and how organizations can fix them — not only to keep their travelers safe and happy, but to also encourage them to adopt their company's travel solution before, during, and after every trip they take.





# 1 CHOICE & VISIBILITY

This is about more than the amount of flights and lodging options served up for any given search — it's also about how those options are surfaced, how they can be filtered, and whether travelers can also book the ancillary offerings they've come to expect from their consumer travel experiences.



**Inventory** – Make sure travelers can choose from the widest selection of inventory available.

**The Challenge:**

Anyone who shops online these days expects an easy-to-navigate Amazon-esque experience every time they make a purchase, and booking travel – whether for work or play – is no exception. Just like they find on consumer aggregator sites, users now expect their corporate travel solutions to offer side-by-side comparison shopping, detailed descriptions of available seats and rooms, upgrade information, and suggestions for additional product offerings that might make their travel more comfortable.

**The Answer:**

Your solution should deliver the same inventory that business travelers can find elsewhere, whether that’s on consumer sites such as Priceline.com, through a GDS such as Sabre, or directly on a supplier’s ecommerce site. By providing travelers with all available flight, lodging, car, and rail options, you’ll keep them in your solution’s booking experience and keep them from going rogue.



**The #1 frustration** travelers have with their company tool is lack of inventory.







## Shopability – Show them the complete picture.

### The Challenge:

Travelers are used to actually seeing what they are getting on shopping engines, whether it is a hotel room or an airline seat. It's the only way they can confidently consider room layouts and cabin classes. They're also used to seeing full details on ancillary bundles, deals for loyalty club members, and other offers.

### The Answer:

The standard has been set by the consumer travel shopping experience, and to encourage adoption of your corporate travel program, you must show the customer the complete details of all available inventory, in a way that's intuitive and makes it easy to understand what's in and out of policy for every search.

## Personalization – Surface the most relevant options for each individual traveler.

### The Challenge:

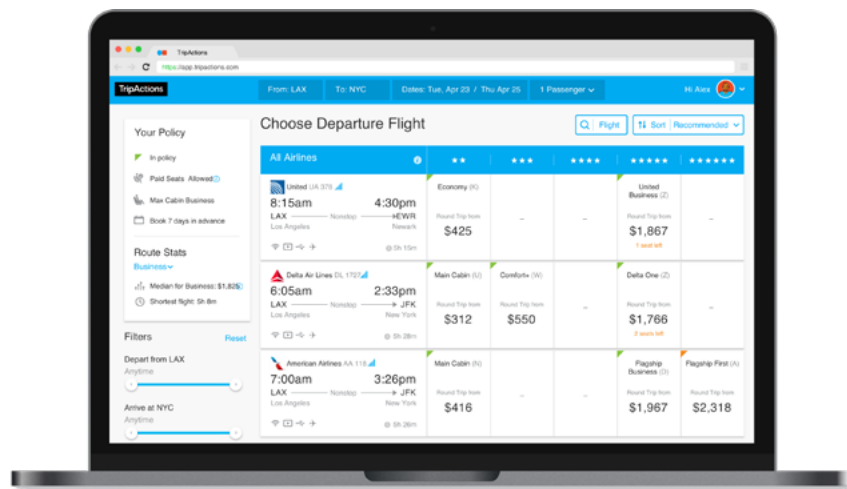
Today, consumers are used to online retailers instantly recognizing their accounts, learning from their search histories, and offering the most relevant recommendations according to their preferences. Unfortunately, most legacy corporate travel solutions operate like it is still 2005 – they don't take into account factors such as past searches and bookings, loyalty club memberships, or coworkers' activities, and often display the exact same results for anyone traveling from Point A to Point B.

### The Answer:

When encouraging adoption of your corporate travel booking solution, personalization and relevance are king. The solution should learn and understand who your road warriors are and what they want, applying established preferences and analyzing past bookings to serve up perfectly tailored results with every search.

## How TripActions Tackles the Challenge:

TripActions customers can count on inventory selection that rivals the combination of consumer sites such as Priceline and Travelocity, the Global Distribution Systems (GDS) such as Sabre, and direct supplier ecommerce sites. For flights, TripActions has implemented the industry's New Distribution Capability (NDC), through which travelers are served the same ancillary products that airlines offer directly, such as seat upgrades, club passes, meal service, and in-flight wifi, at the same time airfare is booked. And to enhance the experience further, airline inventory is surfaced through ATPCO's first commercial Next Generation Storefront Flights (NGS), which has revolutionized the online shopping experience for business travel by showcasing all flight content, along with corporate travel policy information, in one place.



AI and machine learning technologies have been a core component of the TripActions approach to corporate travel from the start. Not only are traveler preferences accounted for with the unique traveler profile (which includes info such as loyalty club memberships and preferred seating on flights), but past bookings for each traveler are used to influence search results as well. For example, the solution remembers that when Traveler A flies to New York, they always choose Newark Airport, or when Traveler B has meetings in Atlanta, they select lodging near the baseball stadium. Because of its innovative predictive search capabilities, TripActions delivers the most-likely-to-be-booked choice within the first five display results, and reduces the time booking from over an hour to just 6 minutes, on average.

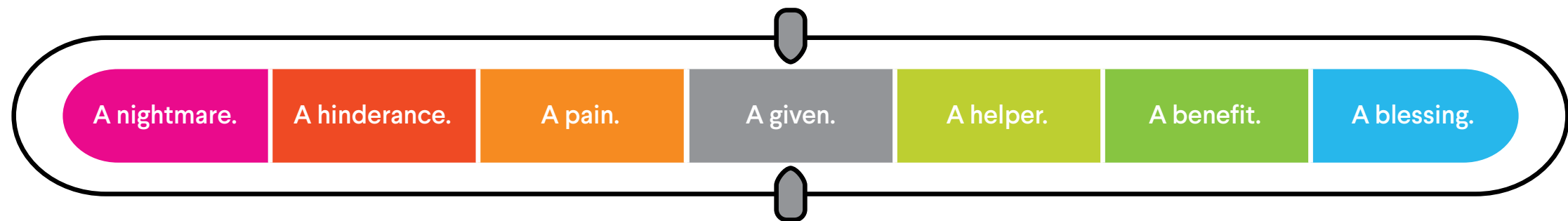
“ Organizations such as TripActions...using the NDC standard to support transparency and a comprehensive shopping experience alongside increased travel program satisfaction, adoption, and spend control for organizations.”

YANIK HOYLES  
Industry Distribution Director, IATA





# The Sliding Scale of Corporate Travel Solution Satisfaction



Limited inventory not comparable to consumer travel sites.

Inconvenient options.

Availability issues.

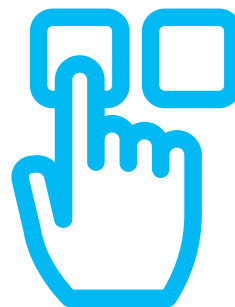
Price inconsistencies.

No policy flags.

Vague descriptions and lack of photos.

Doesn't remember traveler preferences.

FOR CHOICE



Vast inventory selection.

Easy to compare options.

Easy to understand what's in and out of policy.

In-policy confidence.

Learns from preferences and history to deliver relevant results.

## 2 EASE OF USE

The Technology Acceptance Model (TAM) is a theory that shows how users accept and use technology. Successful adoption relies on two things: Perceived Usefulness and Perceived Ease of Use. In this chapter, we'll look at some ways to achieve both with a corporate travel booking solution.





## Relevance – Deliver the right inventory at the right time.

### The Challenge:

In today's tech-savvy world, employees have little patience for confusing, clunky business tools. Research has shown that for most consumer apps, nearly one in four people abandon use after just one that yields sub-par results. It's safe to assume a required travel tool will get more usage, but how long until a frustrated traveler just says, "Forget this!" and logs into a trusted consumer option that will likely surface the relevant options?

### The Answer:

No one wants to feel like they've time-traveled back a decade (or several) when booking travel in these modern times. Corporate travel solutions should offer as intuitive an experience as is found in travelers' favorite consumer apps. The UI should be easy to understand and a cinch to navigate. And because in 2018 mobile surpassed desktop as the primary way to access the internet, it is especially important that the tool be accessible to road warriors via a smartphone app.

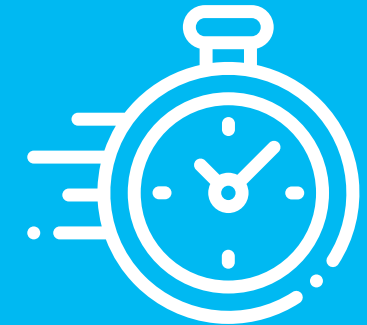
## Extendable – Convenience for candidates and non-employees.

### The Challenge:

Fully 39% of Millennial and Gen Z employees wouldn't accept a job that doesn't include travel. Unfortunately, at the key time to win over an out-of-town promising candidate with an in-person interview, you can only offer a clumsy booking process or simply select their flights and hotel for them...which doesn't always look too impressive. The same can be said for important customer advisory board events, conference speaker arrangements, and other guests needing to be flown in.

### The Answer:

Implement a solution that gives your candidates the positive experience of your company's innovative, employee-centric culture from the start. Your travel solution should allow all traveling non-employees such as interviewees, event speakers, and valued customers the ability to make their own reservations based on their needs and preferences, while still accounting for your company's travel policy and spend limits.



Reduce time for  
booking from **60 mins**  
to just **6 mins.**





TripActions named  
**#1 easiest to use**  
Travel Management  
Software product.

[G2 2019 Reviews](#)

## How TripActions Tackles the Challenge:

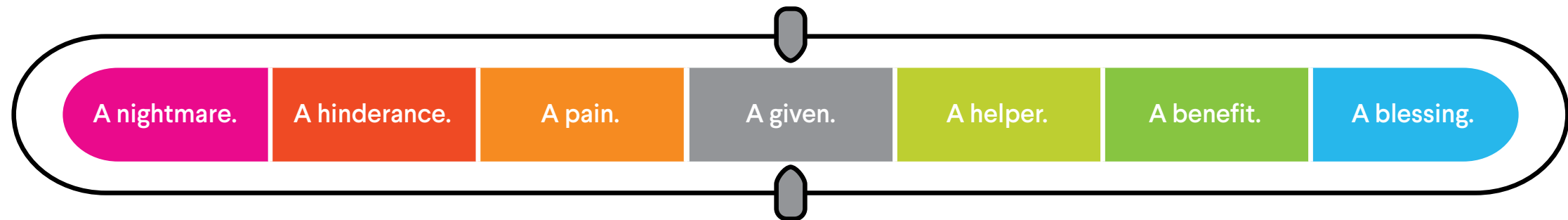
At TripActions, we are constantly fine-tuning our UI to ensure a rich, consumer-like experience on desktop and smartphones. By making the end-to-end experience easy, and delivering intuitive results based on predictive machine learning, our customers have reduced the average amount of time spent searching for and booking travel and lodging from 60 minutes to just 6 minutes. But, because sometimes a more personal touch is needed to complete a booking, if the app senses an employee is having trouble, a support person will reach out to offer extra help. Yes, that's right — a live human person.

Customers can easily invite candidates, event speakers, customers, and others to book their own preferred travel on your company's dime using the TripActions Guest Invite feature. You preset parameters to keep travel in-policy and cost effective while also providing an amazing travel experience — and no reimbursement hassles — to improve the recruiting and interview experience for all your candidates.





# The Sliding Scale of Corporate Travel Solution Satisfaction



Clunky UI that doesn't stand up to easy-to-use consumer sites.

Unclear search, booking, and trip management functionality.

No live human booking support.

Time-consuming and frustrating search processes.

FOR EASE OF USE



Intuitive presentation of relevant choices.

Easy to compare all options and see what's in and out of policy.

AI-driven technology that delivers more personalized results.

Consumer-like, streamlined UI.

Quick and easy search capabilities.

Bookings completed in only minutes.

Extendable to candidates and other non-employees.

### 3 ALWAYS-ON TRAVELER SUPPORT

Now we'll delve into an interesting area that addresses the very human and often contradictory desires — sometimes wanting complete control and sometimes wanting complete help. There are times during any business trip that each may be the case, and all can be bucketed under “always-on traveler support.”





## Complete Control – The functionality to change plans as needed, when needed, all on one's own.

### The Challenge:

Sometimes plans change, and business trips need to change along with them. Hotel stays need to be shortened or extended. A flight needs to be pushed to later in the day. You can see it now (and shudder): The traveler lets out a sigh as she prepares to be left on hold with multiple customer service reps, trying to change an itinerary or reservation. If only the company booking solution let her do everything herself.

### The Answer:

Make sure your provided business travel solution empowers users to easily make their own itinerary changes within the experience, rather than making them deal with a travel agency, or even have to go to each supplier individually, to update their travel plans as needed, when needed.

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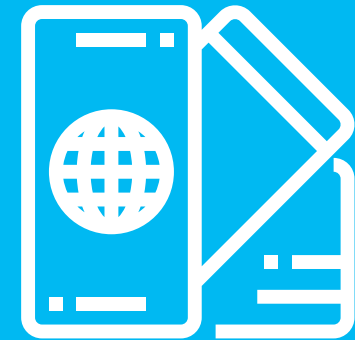
## Complete Help – Instant, proactive, and always-on assistance from a real live human.

### The Challenge:

From flight-cancelling weather and overbooked hotels to last-minute changes to meeting times, business travel can be full of disruptive surprises. Even for the most seasoned traveler, these unpredictable and inconvenient situations can be so overwhelming (and time consuming to sort out) that an immediately-available ally is greatly appreciated.

### The Answer:

On-demand, quick, and proactive support that comes via email, text, in-app chat, or phone. The corporate travel solution you provide travelers should offer 24/7 365 live human assistance as a ready-extension of your own internal travel management department, with the ability to quickly solve issues whenever they arise.



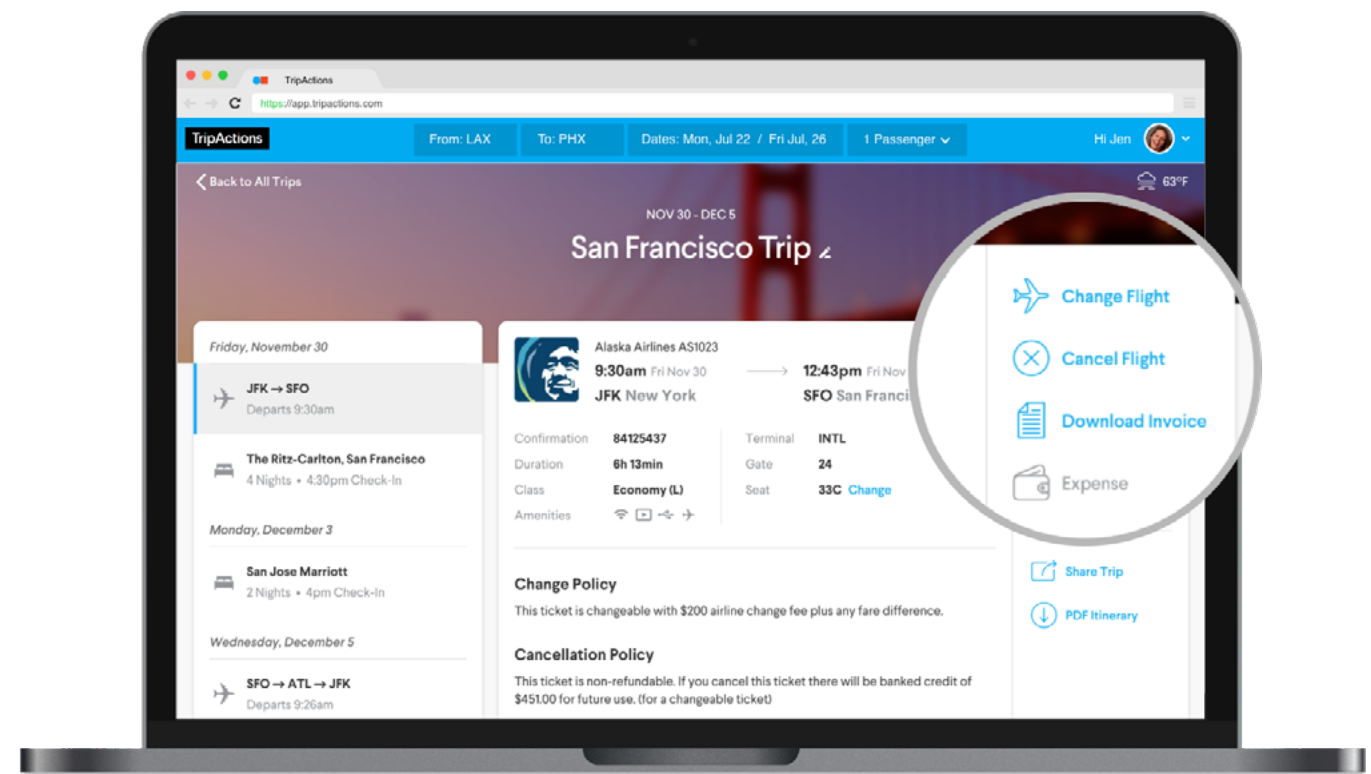
More **choice**,  
**convenience**, and  
**flexibility** for  
travelers.



**64% of travelers feel they have to fend for themselves** when something goes wrong on the road, and only **8% said their travel agent proactively reached out if plans changed unexpectedly.**

## How TripActions Tackles the Challenge:

TripActions delivers more choice, convenience, and flexibility to travelers who need to modify their itineraries in a pinch. For example, road warriors and EAs can use the free in-app flight change feature to quickly and easily move a flight time up, change an arrival airport, or upgrade a cabin class, all at no additional charge (on top of the airline change fee or difference in fair).

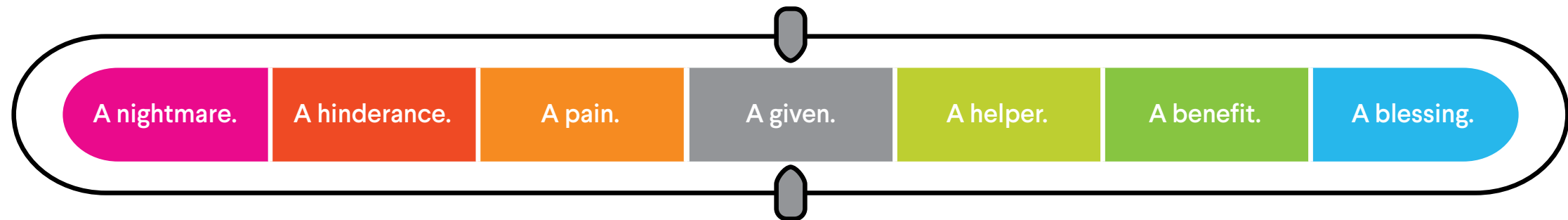


Customers using TripActions can count on 24/7 365 access to live, knowledgeable (and friendly) human beings via chat, email, and phone. AI algorithms also monitor and proactively respond to cascading patterns, anticipating and automatically responding to flight disruptions and other issues to solve the problem even before the traveler may realize there is one at all.





# The Sliding Scale of Corporate Travel Solution Satisfaction



Feeling unsupported on the road if something goes wrong.

Lack of immediate control over travel plans.

No power to rebook multiple things in one place.

Waiting on a 3rd party when you want to change a booking yourself.

A lack of available support communication channels.

Delays in problem solving.

FOR SUPPORT



Complete control over one's own end-to-end travel.

Trip booking and management all in one place.

Affordable change management.

Live, on-demand help when and where it's really needed.

Ability to contact a live human support agent through a variety of channels.

# 4 FLEXIBILITY

Travel is fluid — there are many unpredictable factors that can affect how a trip will pan out, whether it's wild weather or a huge industry conference in whichever city the traveler is visiting. These ever-changing variables all present their own set of challenges for business travel management solutions.





## Policy Elasticity – Smart policies that take into account each individual trip.

### The Challenge:

Too many corporate travel solutions can feel like a cage, trapping travelers in predetermined policy limitations that are applied the same way for every trip. Whether booking a room in NYC or OKC, for instance, or in or out of conference season, the spend cap remains the same.

### The Answer:

Modern travel solutions should have logic built in that recognizes pricing and availability trends (based on time of year, location, etc.), analyzes those trends, and then automatically applies the knowledge to policy guidelines. This not only helps the traveler confidently book in-policy, it also opens up option availability in the most cost-effective way so they aren't booking low-end motels in New York or penthouse suites in Oklahoma City.

Modern travel solutions should have logic built in that recognizes pricing and availability trends, and applies those trends to policy guidelines.



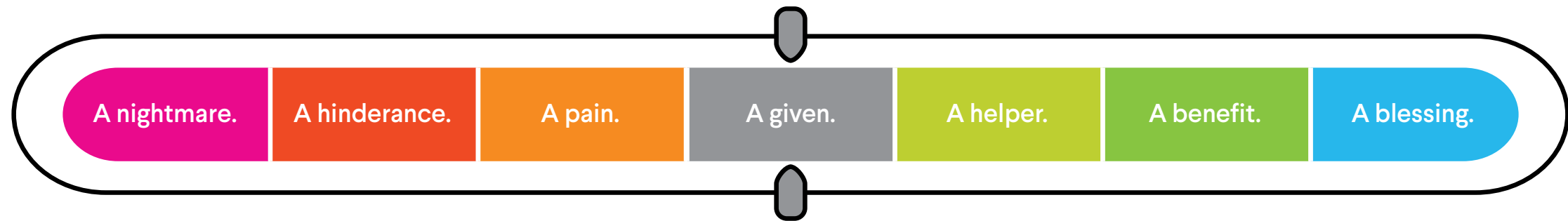
## How TripActions Tackles the Challenge:

TripActions' dynamic policies take into account factors such as date range and location to calculate a fair market price for each and every individual search. The continuously-running algorithms are applied to all available inventory and generate highly-responsive, agile, and cost-efficient travel policies. That real-time information empowers travelers to make responsible spending decisions, and the travel managers can be confident their road warriors are booking options that are cost effective and in-policy.





# The Sliding Scale of Corporate Travel Solution Satisfaction

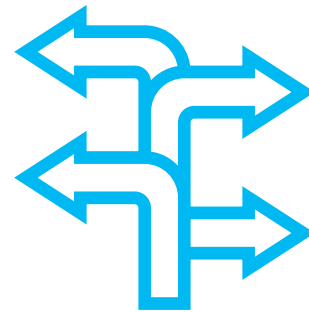


Rigid pricing and policies.

Difficult process for  
responding to  
approval challenges.

Reduced inventory because  
too much is “out of policy”.

FOR FLEXIBILITY



Policy that’s individually  
tailored for every search.

Solution that understands  
pricing variables by date  
range, location, and more.

# 5 TRUSTED

Harried business travelers want to trust that their companies care about their success and safety on the road. And on the flip side, internal departments such as HR and Finance want to feel confident that their employees are safe while on the road and operating within expected budgets.





## Confidence – Being sure the solution is there to help, not hinder.

### The Challenge:

Although a company may claim it supports everything a business traveler needs to succeed, the roadblocks their travel solutions present can sometimes make that hard to believe. A lack of on-the-go support, for example, or a poor user experience that makes booking and re-booking travel a huge pain in the – well, you know – gives the message that the organization doesn't make positive and successful travel experiences a priority.

### The Answer:

Your road warriors should perceive their travel solution as another valuable benefit of working for your organization – as welcome as health insurance or 401K matching. That requires functionality that feels as if it was designed with the best interests of the traveler in mind: easy to understand, quick, helpful, user-friendly, all-in-one, responsive, intuitive...you get the idea. The same goes for the travel manager. Functionality on the monitoring and reporting side must be logical and dependable. Manual tasks must be reduced and integration into existing finance systems should be seamless.

## Duty of Care – Being your traveler's advocate and protector.

### The Challenge:

If your road warriors aren't actually using the corporate travel solution you've provided them to book and manage travel, you can't confidently know where they are at any given time on any given business trip. You have zero visibility into which hotel they're staying at, which flight brought them to their destination, or even which exact dates they're traveling. This is hugely problematic if there's an emergency and you need to contact travelers immediately and ensure their safety.

### The Answer:

Not only should your provided corporate travel management solution give you 100% visibility into all of travelers' upcoming and past trip itineraries, you should also be able to quickly see where in the world a traveler is while on-trip – even if it's up in the air.



Full visibility into  
every journey.

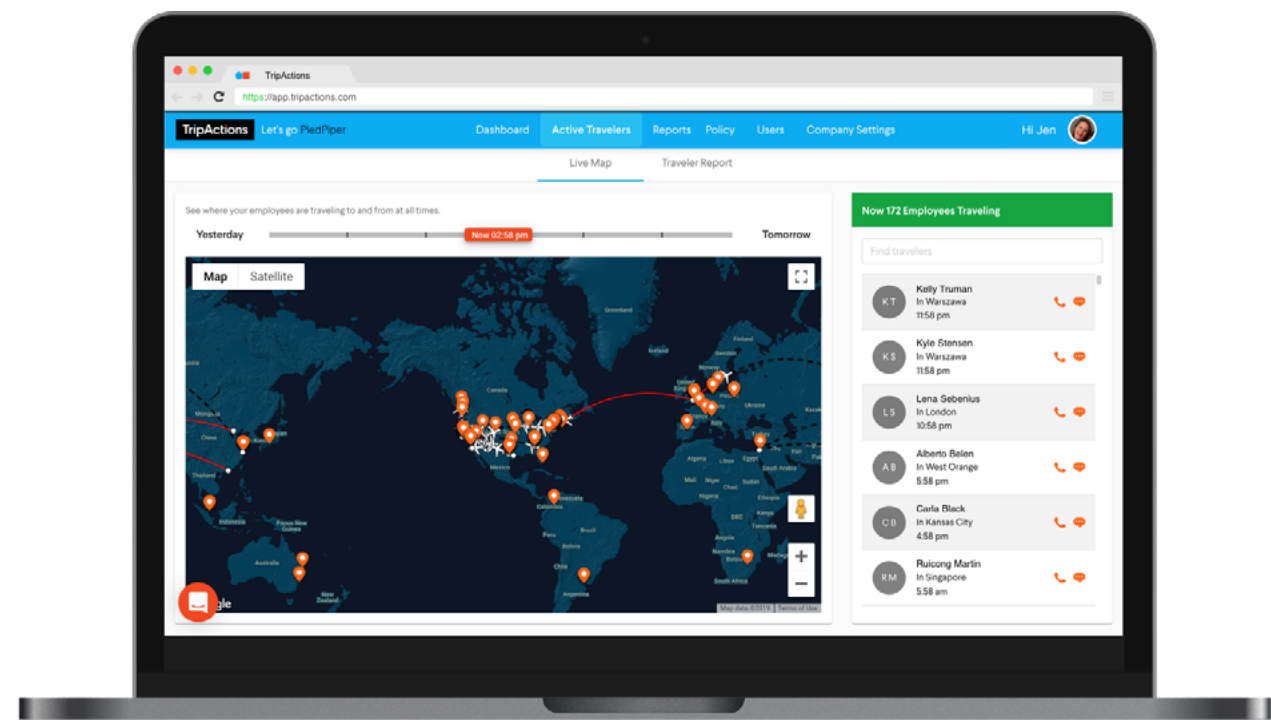


## How TripActions Tackles the Challenge:

Every part of TripActions is about establishing trust and proving you've got your travelers' backs again and again:

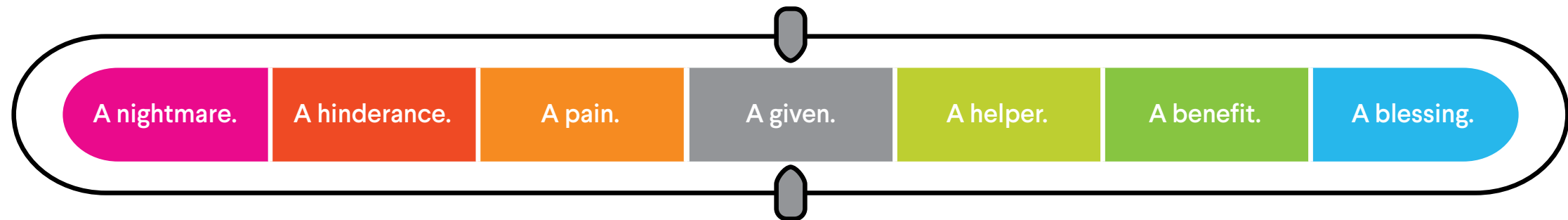
- **For travelers**, this means confidently enjoying the most extensive selection of inventory available, clear identification of what's in and out of policy, and proactive or reactive help whenever and wherever it's needed.
- **For the travel manager**, trust comes from TripActions' ability to easily surface the travel policy and curb unnecessary spend. Travel managers can also trust that they can easily pull the reports they need to measure KPIs with real-time dashboards showcasing info such as how much a company is saving, who the top saving travelers are, which departments are spending the most, or which suppliers are booked the most.

TripActions' live traveler map offers full visibility into every journey, helping customers deliver on the duty of care promise their employees trust and deserve.





# The Sliding Scale of Corporate Travel Solution Satisfaction



Feelings of doubt about whether the solution really works.

Worse experiences than travelers get with consumer apps.

Lack of evidence that the company cares about them when on the road.

Labored and inconsistent expense reporting, approval, and processing.

No duty of care.

## FOR TRUST



Continual proof that the prices and inventory offered are the best available.

Bolstered belief that the solution is helping provide more seamless, smoother trips.

Confidence in expense reporting, with easy submissions and fast, consistent approvals.

Feeling taken care of in case of an emergency.

## Transforming your travel system from a pain to a perk.

It's predicted that if company travel were eliminated, 28% of current business would be lost, and profits would average a 17% hit. Because of the incredible value of bringing people together to meet face-to-face, there will continue to be a vital need for road warriors. The best thing a company can do to make the most of that travel is empower employees to do their best work no matter where they are. That takes a corporate travel solution that empowers rather than frustrates or hinders.

**As a company with customers that enjoy a 90%+ adoption rate of the solution,** TripActions has learned a lot about what gets travelers to use their company-provided travel solution. That industry-leading adoption rate doesn't come from threats or strong-arm tactics on the part of HR or Finance. Rather, it's due to our customers consistently delivering on 5 prime needs: Choice, Ease of Use, Completeness of Care, Flexibility, and Trust.

If an organization sees total traveler adoption, they enjoy full visibility into traveler behavior, trends, and spend, which helps the business drive down costs and optimize the revenue-driving results of business travel.



TripActions is **#1 in Travel Management Software** based on user satisfaction.

G2 2019 Reviews





At TripActions, we believe being there in person is powerful. It enables employees to build relationships, close deals and drive growth. Fast becoming the default for corporate travel, TripActions is the modern business travel platform that combines the latest AI-driven technologies with unrivaled flight, lodging and rental car choice and 24/7 365 live human support to delight employees, finance leaders and travel managers alike—all while empowering organizations to seize travel as a strategic lever for growth.

Delivered within a powerful, easy-to-use mobile-first interface, TripActions helps more than 2,000 customers globally—including WeWork, Aston Martin, Lyft, Expensify, SurveyMonkey, Sara Lee Frozen Bakery and the ACLU—reduce average booking time from 60 minutes down to six while achieving an unprecedented 90% traveler adoption, 93% traveler satisfaction and up to 34% savings on lodging alone.

The future of business travel has arrived. Power your organization's growth and delight your employees with TripActions. Let's go! Learn more at [tripactions.com](https://tripactions.com) or on the [TripActions blog](#).



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