

## Press Release

### Amadeus' Top Ten Tips to Increase the Adoption of Self Booking Tools

Corporates can achieve savings of 25.6 per cent on TMC fees and 9.1 per cent on average airline ticket costs

*Madrid, Spain, May 24, 2007:* Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, and the Business Travel Research Centre at Cranfield University, recently conducted a study on the adoption of online travel management tools, with the aim of helping companies to get more out of their self booking tools (SBTs) and to reduce travel expenditure.

SBTs can benefit companies of all sizes. The following top ten tips to help companies increase adoption of SBTs, have been compiled based on the survey responses of more than 400 organisations in Europe; North America; and Asia Pacific.

1. Don't be put off by the size or location of your company
  - *All companies have the potential to benefit from an SBT, regardless of location; size of business; size of travel spend; or the number of trips taken per year. These factors appear to have no impact on the rates of adoption.*
2. Develop a clear corporate travel policy
  - *One of the most important factors in driving SBT adoption is to provide clear policy guidance to company Directors and the HR department, so that decisions about travel management are well informed.*
3. Mandate the use of an SBT
  - *Companies that comply with mandatory usage improve their adoption rate from 41 per cent to 65 per cent.*
4. Encourage employees to 'do it themselves'
  - *Create a self-service mentality where employees are more willing to manage online. A flat structure and shorter reporting lines enable a quicker adoption rate, as informal communication works faster than formal channels in hierarchical organisations.*
5. Boost content so that users can access a variety of options, including access to flights and fares from low-cost carriers.

- *Travellers who feel empowered to make the right travel choices based on a range of available options are more enthusiastic about using the SBT*
6. Lead by example
    - *Companies where Directors and managers buy-in to using the SBT and 'preach by example' tend to have the highest adoption rates at nearly 70 per cent.*
  7. Cut the red tape
    - *Complex bureaucracy can hinder adoption of online travel management tools, slowing down the rate at which communications reaches all parts of the organisation.*
  8. Keep the momentum
    - *The highest adoption rates (40 per cent) are usually seen in the first year of implementing an SBT, but thereafter it can be harder to achieve cumulative growth. Once a Self Booking Tool is established within the company, ensure that adoption does not 'tail off', by incorporating training into the company's induction procedure, or offering 'refreshers'.*
  9. Keep abreast with new technology
    - *As updated versions of online solutions come on to the market, look for improved functionality and features, for example the use of handheld devices that make the booking and approving of travel more efficient and user-friendly.*
  10. Integrate IT systems
    - *Increasingly, corporates are looking for solutions that integrate seamlessly with other back office systems such as accounting software and document management.*

Jerome Destors, Commercial Director, e-Travel, Amadeus, commented: *"Travel is one of the largest areas of expenditure for many companies, yet huge savings can be made in time, money and improved efficiencies through the successful adoption of a SBT. It is clear that many corporations have real opportunities to improve the way these are used across the entire organisation. At Amadeus our aim is to help businesses to approach online adoption solutions for booking travel arrangements in a strategic and effective way"*.

Further information on the Amadeus and Cranfield University worldwide study on the adoption of Self Booking Tools (SBTs) is available:

<http://www.amadeus.com/corporations/cranfield>

## Notes to the editors

**Amadeus** is a chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include **travel providers** (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), **travel sellers** (travel agencies) and **travel buyers** (corporations and travellers). Solutions are grouped in four solution categories – **Distribution & Content**, **Sales & e-Commerce**, **Business Management** and **Services & Consultancy**.

## **Solutions for corporations**

In e-commerce, Amadeus is the global leader in online travel technology and corporate travel management solutions. It services travel agencies in 90 countries, and powers the websites of over 1,000 corporations and more than 70 airlines and hotels. **Amadeus e-Travel Management** is an online travel booking solution to help corporations manage their travel policy more efficiently. Both Amadeus and its partners enable corporations to integrate all the elements of their global travel programmes, into one easy-to-use and easy-to-administrate solution. Customers include Altria, Cemex, Daimler Chrysler, Ericsson, Huntsman, Nestlé, Total and Thales.

The company is owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 7,600 employees worldwide, representing 95 nationalities.

More information about Amadeus is available at: [www.amadeus.com](http://www.amadeus.com)

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