

# Online booking and expense management

how to choose it, how to implement it, how to  
maximise adoption



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# Suggested Format

Introductions - presenter and participants

Context - session topic, expectations

Key concepts - the why, the how, the what, considerations, challenges

Your topics & questions

# Introductions

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## About Me

Travel optimization by leveraging domain knowledge and data science - help organizations make smarter decisions when buying and managing company travel

Empower decision makers to challenge the status quo, rethink ways of working, and create more value for their organizations

## About You

Exposure to OBT (poll)

# A bit of context

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## Session Intro

Sharing of ideas and best practices about online booking tools, tech landscape, implementation, and driving adoption

## Desired Outcome

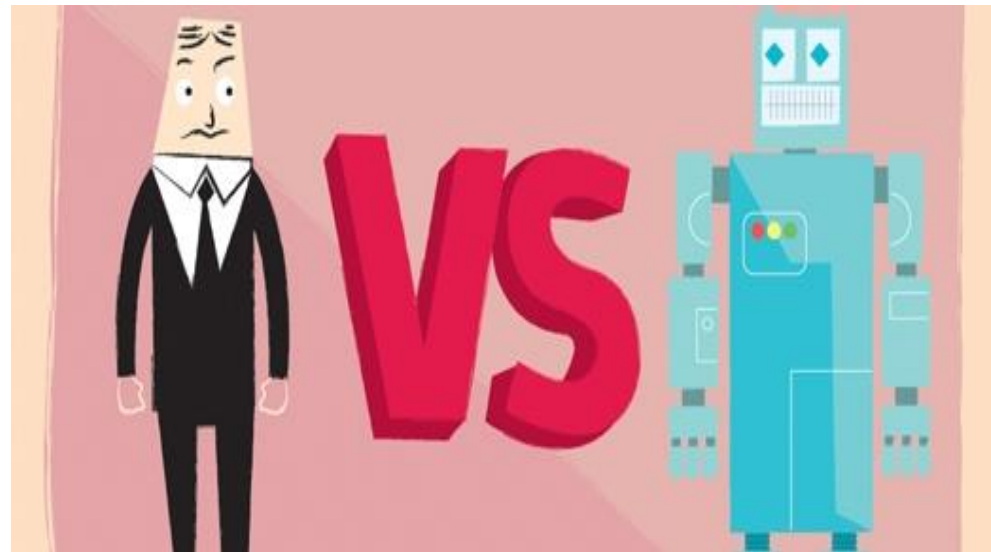
A better understanding of key concepts, considerations, and challenges  
Practical tips to effectively support your programme objectives through an OBT strategy

# Man versus machine

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Increasing human-machine  
collaboration

Rising role of AI



Context and  
personalization

Ever increasing computing and  
communication power

# Poll

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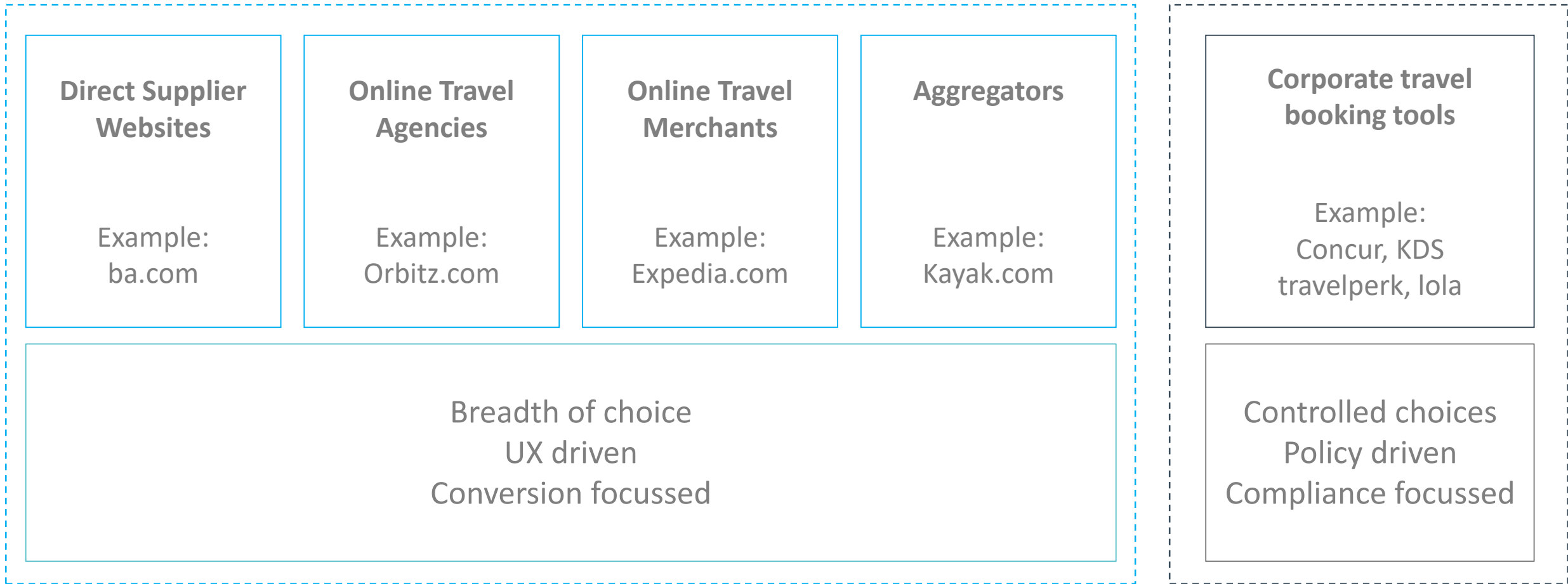
Do you have an online booking tool in your organization?

Use Sli.do app to choose all that apply

- Yes, my organization had it for a while and we use it actively
- Yes, but its not used widely
- Not at the moment, but we plan to implement one soon
- We do not have one, and don't intend to implement one in the near future

# What is an online booking tool

## Spectrum of online booking options



# History, evolution, future

OBTs have been around for a while, increased recent focus on innovation

## Automation

Online booking tools around since dawn of internet - EASYSABRE first online tool in 1994

## Process driven improvements

Consumer focussed options continued to innovate at a faster pace

## Innovation driven disruption

Focus on UX, speed and simplicity  
Profiles and personalization  
AI driven (NLP, chatbots)  
NDC  
Predictive itinerary/Proactive booking recomm  
Enhanced algorithms to balance policy and pref

1990s

2020s

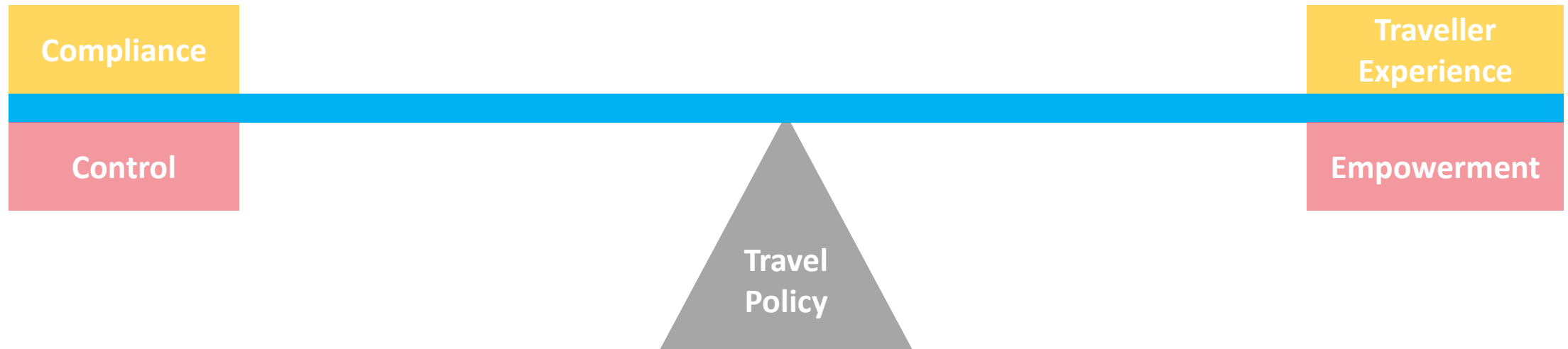
Online channel has been a major driver over the years in redefining the predominantly service focused industry, recalibrated agent services and redesigned fee structures, and leading to partnerships and redefinition of traditional players as resellers and implementation experts.



# Defining the problem

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Compliance and traveller experience – a balancing act



# Why do you need an OBT?

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Technology is a key enabler of business objectives

## Business Side

24/7 availability  
No touch, low admin  
Automation & streamlining of processes  
Automation/management of policy  
Lower spending (visual guilt, trx fee)  
Centralized reporting & tracking  
Improved duty of care

## Traveller Side

Traveller expectations  
UX  
Service options  
Empowerment  
Convenience  
Trust

# Key challenge – the new traveller

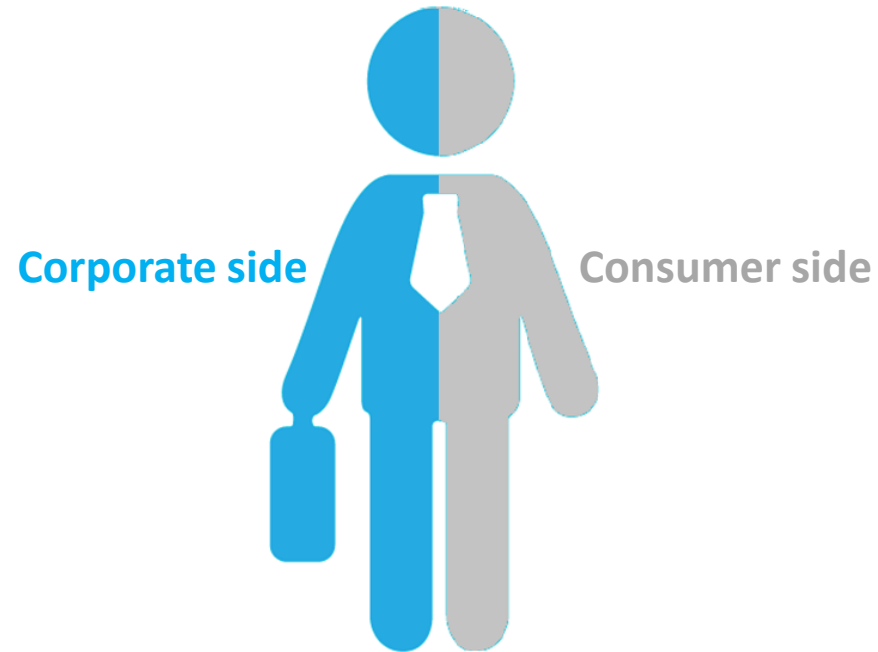
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The business traveller has developed a split personality

Regulations

Complex processes  
and tech

Trust



Simple and  
seamless tech

Autonomy in  
decisions

Fast Moving  
Expectations

Unique challenges for corporate travel management

# Poll

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If you use an OBT, what's the biggest put off?

Use Sli.do app to choose all that apply

- It does not provide me options that I like
- I can find cheaper fares elsewhere
- Its not easy to use
- I like to speak to an actual person
- My travel needs are complex and OBT is for simple trips

# OBT Key Challenges

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The key challenge facing corporate booking tools is balancing the business priorities and traveler preferences

UX & UI

User friendliness

Integration

Content Choice

Culture

Alignment with travel needs

Complex travel needs

Offline changes

Lack of sponsorship

# Current OBT landscape

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**Increasing usage of online booking tools** – 86% of corporates with managed programmes use online channels for bookings

**Adoption of online booking tools has been increasing but still far from perfect** – highest adopters report 70% adoption, with lowest ones have 10% adoption

**Top reasons for non-compliance include** – perception of getting better price elsewhere, range of options, user experience or convenience, preference to speak with someone.

**Outside tech disruptors are leveraging technology** to target the unmanaged market, solve long standing pain points for managed market

# Current landscape of providers

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Lagging behind the leisure travel side, new and old players are actively trying to on disrupt and innovate

## Established Players

Built around legacy systems  
Higher levels of market penetration  
Slower pace of innovation  
Focussed on managed programmes

Examples:

Amadeus, Concur, GetThere

## Emerging Players

Tech focussed start-ups  
Innovation led solutions aimed at disruption and solving industry problems  
Targeting unmanaged and managed segments

Examples:

Lola, TravelPerk, TripActions

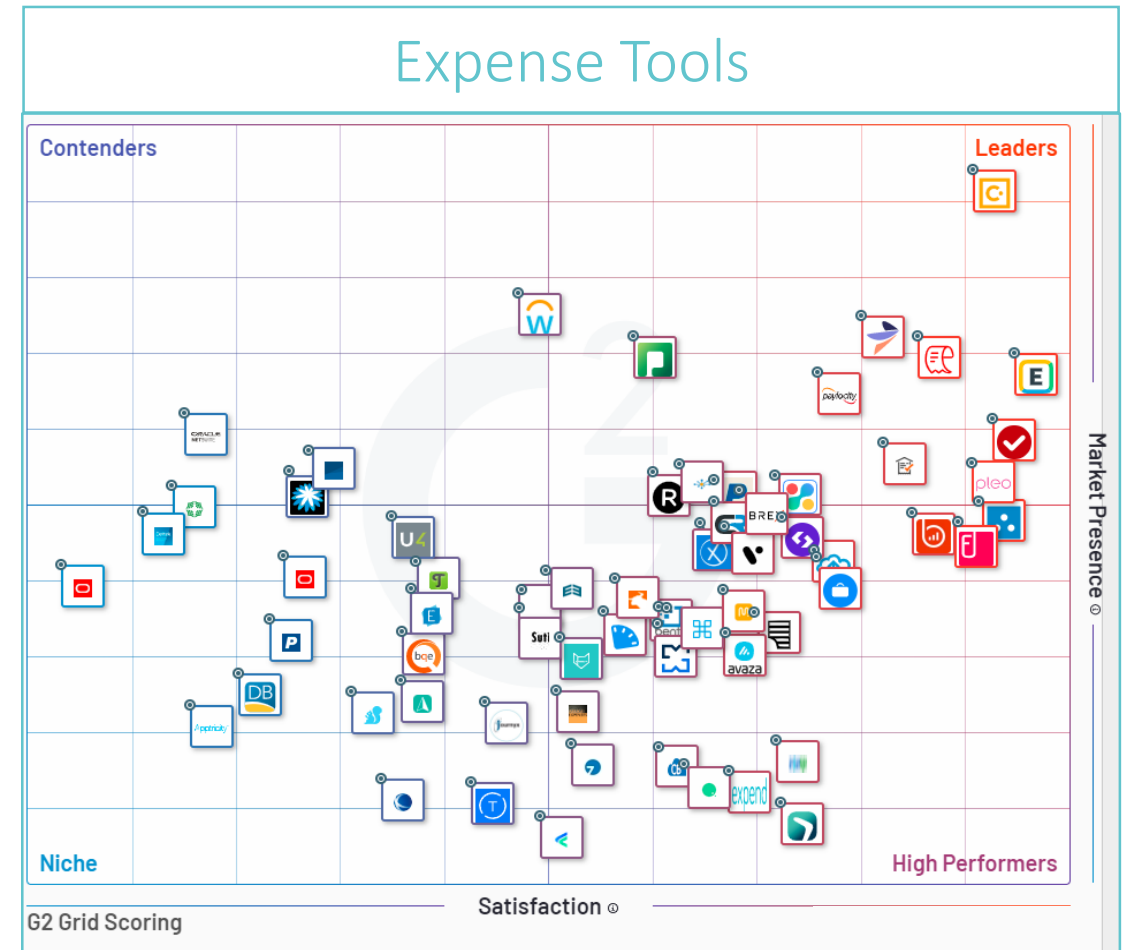
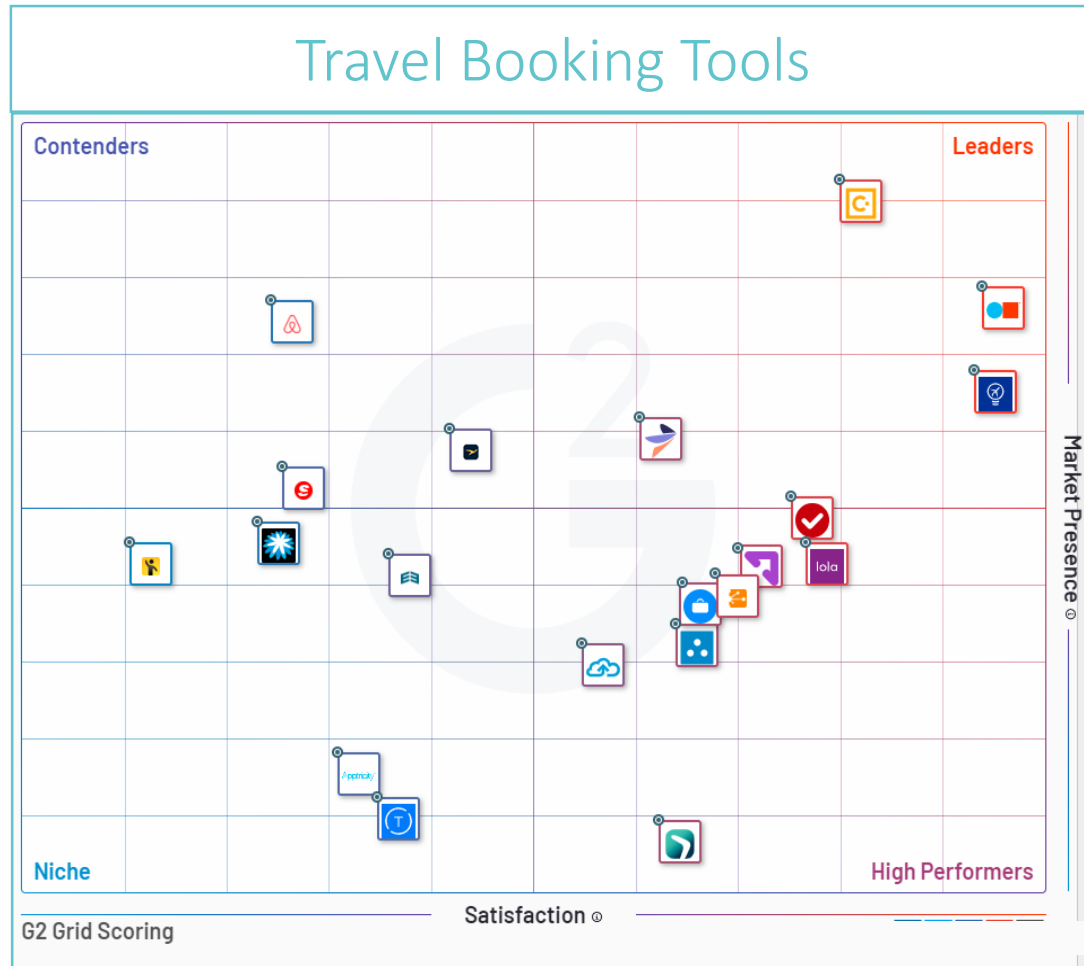
Other players like incentivization and off channel booking data capture tools

Examples:

Rocketrip, Traxo

# Current landscape of providers

Many new entrants in the travel management space in recent years



Source: G2.com



# Do you need an OBT?

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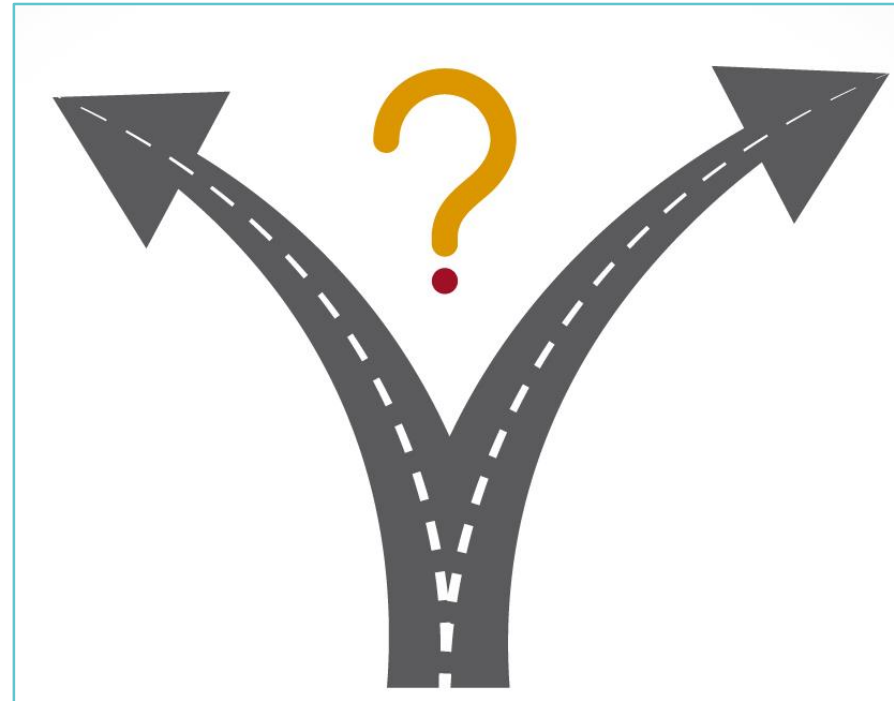
Do not putting the cart before the horse

Consider the potential usage of an OBT given the travel needs and patterns

Strategy

Nature of travel

Business needs



Existing Processes

Size of travelling population

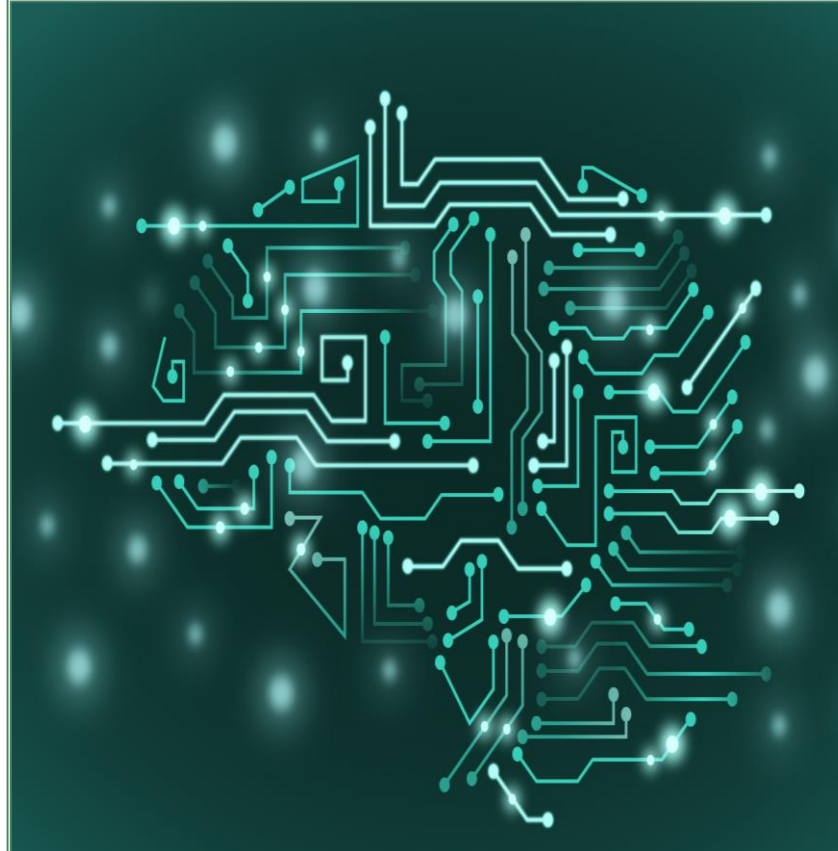
Culture

# Considerations when choosing an OBT

Choosing the right fit solution is crucial to the success????

## FACTORS TO CONSIDER

- Programme objectives
- Travel patterns and needs
- Goals and future direction
- Existing processes
- Traveller preferences
- Company culture
- Integration with HR and finance/expense systems
- API functionality
- Problems to solve (leakage etc.)



## WHAT TO LOOK FOR IN AN OBT

- User-friendliness
- Access to preferred rates
- Free 24/7 Expert Support (crucial for corporate traveller)
- Customized Travel Policy
- Integration with Expense tools
- Roadmap for future tech (AI and ML)
- Data management / Reporting capability
- Automated booking updates
- Calendar and scheduling

# TMC or direct?

The right choice depends on the programme objectives & existing structure

## Direct Providers



Possible lower initial costs  
More flexibility in tool configuration  
Bundled with expense products



Complex and costly configuration  
Integration challenges  
TMC Alignment and service issues  
Content strategy challenges  
Maintenance and upkeep

## Through TMC (reselling partners)



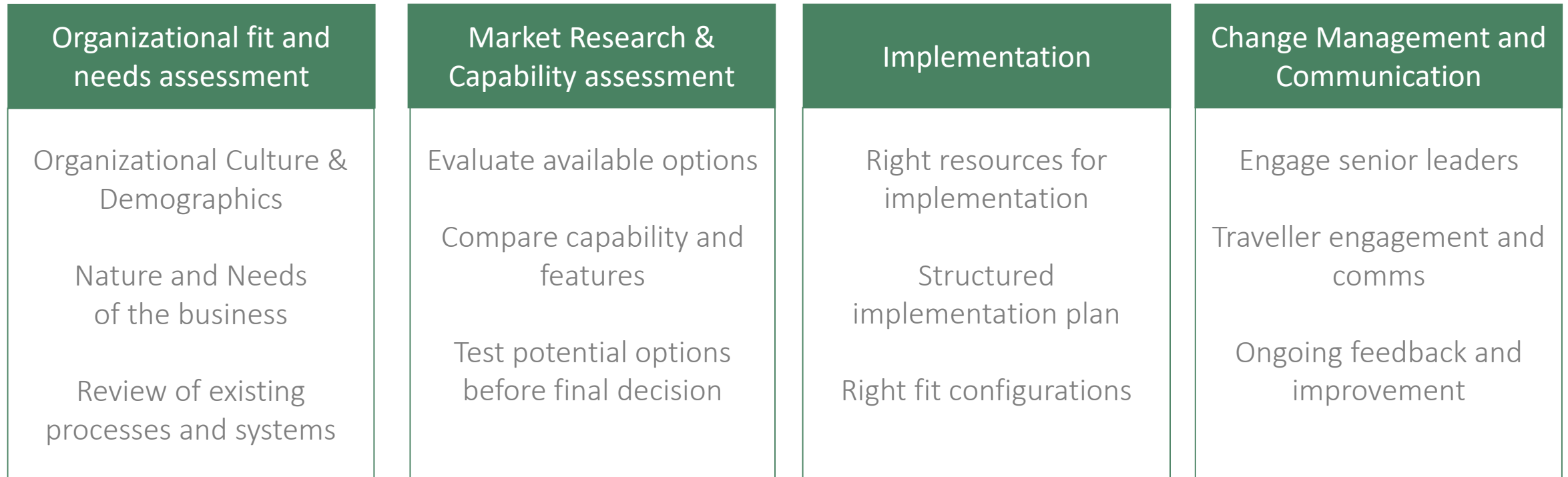
Bundled with other services  
Support and maintenance included  
Aligned with content strategy,  
policy configuration



Standard template with limited  
customization  
No direct leverage with tech provider

# How to go about it? Implementation best practices

A well planned structured approach improves effectiveness of the initiative



# How to go about it? Implementation best practices

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Having the right enabling components will ensure effectiveness



# Maximizing adoption

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## Getting it right is key to adoption

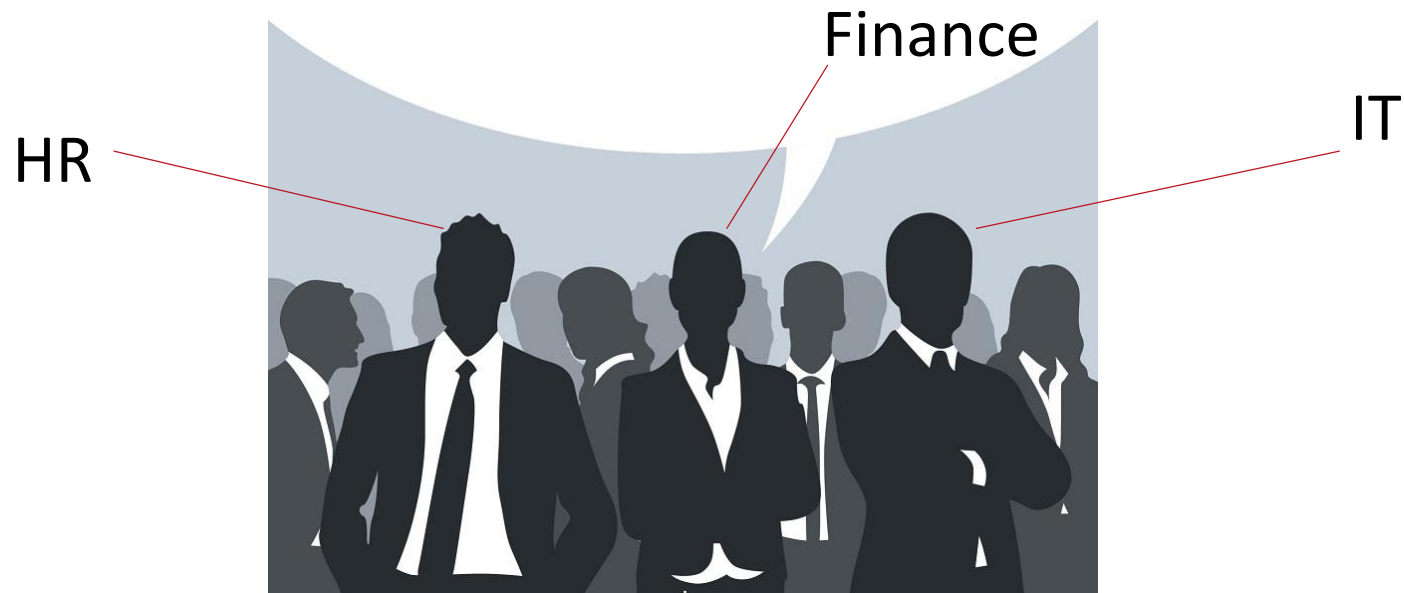
(getting it wrong will put off travellers, likely to outside preferred channels)

Communicate	Focus on UX	Make policy invisible
Align with culture	Stick to must have rules	Make it easy to use
Lead by example	Choose tech that is stable and reliable	Feedback and improve on ongoing basis

# Stakeholder engagement

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Senior level sponsorship is a key success factor



Input from relevant functions will ensure effective and sustainable adoption

Image credit: freepik.com

# Closing thoughts

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- ✓ Understand the environment, think through your strategy
- ✓ Involve stakeholders, take feedback on-board, build ownership
- ✓ Listen to the traveller
- ✓ Do it right, and for the right reasons
- ✓ Review and improve on an on-going basis



# Recap

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Q&A  
AND  
THANK YOU

Feel free to reach out for any questions and clarifications  
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