



Roomex Workforce Travel Management Platform Still Delivering Savings for Musgrave After Eight Years

Musgrave has been using Roomex for its workforce hotel booking, management, reporting and payment since 2012. The 142-year-old retail group is one of the company's longest standing customers.

The relationship started when David O'Flynn was appointed as Musgrave Group Financial Director. One of the key initiatives he kicked-off was to find a solution that would enable the company to improve control and visibility over accommodation spend, while safeguarding and enhancing existing relationships with preferred hotels.

The goal was to move away from fragmented and time-consuming processes, where each of Musgrave's five divisions managed separate relationships with different hotels. Under the old system it was difficult to accurately

track ongoing accommodation spend, and the company lacked the data and visibility needed to improve processes and reduce cost.

Musgrave went live with Roomex, the hotel booking platform, in June 2012. Roomex provides organisations with a fast, simple, and free, hotel booking, management and payment solution.

About Musgrave

Musgrave is a leading food retail and wholesale company with operations in Ireland, Northern Ireland and Spain. Its retail brands SuperValu, Centra and Daybreak are all market leaders in their categories, and Musgrave MarketPlace is the leading wholesale supplier to retail, foodservice and SMEs in Ireland.

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Problems solved with Roomex:

- Integrated spending info to allow tracking across all five divisions for a global workforce.
- Increased data improved processes and reduced costs.
- Rate comparing every single booking to ensure optimal budget savings on hotel bookings.

“From an operational point of view, Roomex is a seamless online booking tool, personalised for our business, staff and preferences,” said Ingrid de Doncker, Musgrave Group eAuction Executive. The solution provides the company with a standard way of booking, managing and paying for all its workforce hotel needs, across the entire group.

“Roomex goes a long way to ensure that we are getting the best rates, and by ‘rate-comparing’ every single booking, they are not only measuring the savings we make, but also ensuring that we never pay over the odds. As experts in their field, they have allowed Musgrave to bring our accommodation spend under control and proactively manage it more effectively and efficiently,” de Doncker added.

Within a year of go-live, Musgrave had already used Roomex to book 452 different hotels, in 135 cities across nine countries, at reduced rates. Moreover, the company had registered 525 Musgrave staff who were authorised to book their own hotels on its Roomex platform, which was customised to include Musgrave’s negotiated rates, preferred hotels and most-frequent locations.

The benefits started to flow immediately, including:

- 19% measured savings against standard rates.
- Instant visibility on bookings by person, hotel, division and Group.
- Completely outsourced negotiation and contracting with hotels.
- Live benchmarking between actual booked and negotiated rates.
- Standardised booking workflow with self-cancel functionality, which helps avoid additional cost.
- Significant time saved across the board, including reduced time taken to make bookings, speedier report generation, better staff communication, and easier hotel contracting.
- Better accounts and VAT compliance.
- Personal, fast and expert Roomex customer service.

...all in a portal that experienced 100% uptime, and delivered with zero booking or transaction fees.

More than eight years on, Musgrave is still using Roomex. “I am satisfied that Roomex are delivering savings to the business and strongly recommend the continued use of Roomex as a group requirement in order to achieve lowest cost. Roomex saves us money and time, gives us live reporting, manages our contracting and provides top level support... and there’s no cost,” said Musgrave Group Financial Controller Michael Kelleher.

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