

Tradition



Background

Tradition is the interdealer broking arm of Compagnie Financière Tradition. Represented in over 28 countries and listed on the Swiss stock exchange, they are one of the world's largest interdealer brokers in over-the-counter financial and commodity related products, trading anything from interest rates and currency derivatives, equity derivatives and bonds to the weather.

Challenge

With such a large workforce and global reach, there are significant travel booking challenges for the large volume of employees. In the financial markets, time really is money as millions are traded by the minute.

As a result, traders are extremely busy people and need their problems solved instantly. Booking hotels had become problematic, travel should be booked quickly and seamlessly as it is often one cog in a chain of other activities that need to be organised. For example, restaurants, theatre tickets and sporting events are often on the agenda aswell.

Challenge

Dealing directly with hotels is time consuming so it is preferable to book through a booking system and you also have the back-up of the TMC. There are often procedural blocks using agents and other service providers didn't solve problems as efficiently and there was a perception of a lack of attention to detail and indifferent customer service.

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We tried other companies who claim to provide the best hotel booking service available. But the care and attention ended after we set up our account and the frustrations and inefficiencies kicked in. We didn't want to move around new booking engines all the time or do individual cost comparisons. You end up with your inbox inundated with emails. Roomex happened to call at the right time, in the midst of these issues. And they solved all our problems almost straight away.

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Solution

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“Previously, we were with one of the biggest online travel companies globally. They booked all our flights and hotels but if there was a problem with hotels it took days to sort out. We then tried the well-known booking engines that are advertised everywhere but they are more tailored for the leisure traveller. With Roomex everything is sorted out for you, simply and efficiently.”

“Roomex isn’t so completely different to the other players in the market, just simply more efficient. They’re not too big, so maybe that’s why there’s more personal attention. They’re always straight back with an email or a phone call. If there is a problem they let us know, when others let things drag on. The platform is very straightforward and easy to get to grips with. It is a very intuitive user experience and easy to learn.”

“Response time with Roomex is really quick. We now minimise time wasted on searching for hotel solutions and we can concentrate on new bookings and other areas of our business.”

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What Makes Roomex Different

“ Customer Service. Definitely, customer service! In our experience you don't get the same attention elsewhere. ”

Favourite Features

“ I like the fact you have an interactive maps. We're often booking new places so to be able to see on the map helps you when you're booking an unfamiliar place and you can see which hotels are full and which have vacancies - it's a really helpful tool. ”

Favourite Features

“ Also some of my colleagues have their favourite hotels and sometimes a search result might pull in a no vacancy sign. But Roomex pulls in price comparisons from multiple sources and finds alternative availability for these hotels from other platforms ”

Summary

“ Overall Roomex are simply more efficient than the competition. They save us time and money. We clock up substantial hotel spend from regular bookings around the world and Roomex allows us to easily manage that. The hotel prices quoted are more competitive and they have much quicker response time for queries. It was quick and painless to set up our account and the booking engine has an intuitive user experience that's easy to use. Their customer service is great, and the staff are very helpful and friendly to deal with. Overall I'm very happy with Roomex and happy to put that on the record. ”

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