TEXTRON

Textron uses TripSource to boost in-program airport parking by more than 90%

Savings more than doubles after Textron launches messaging campaign for travelers.

Results in brief:

- ☑ **90% increase** in parking with preferred airport vendors
- ☑ **2x boost** in parking-related savings
- ☑ **Speedy employee adoption** of TripSource
- ☑ Enhanced ways to **keep travelers safe and boost savings**

Challenge

Lack of awareness of travel benefits and guidelines.

Like many large companies, Textron's travel policy information is a multi-page document posted on their intranet. Employees weren't taking advantage of the offers or guidance available to them because they just weren't taking the time to go to the intranet to learn about them.

In an attempt to extend the reach of the travel program, Textron's travel team made BCD Travel's TripSource® mobile app available to employees. Despite limited promotion of the app, more than 2,000 employees —about a fifth of the travel population in the U.S. and Canada—downloaded TripSource, validating the digital needs of their employees. Textron decided to promote TripSource more broadly, while also taking advantage of some of the enterprise features TripSource offers.

Approach

TripSource messages increase use of in-program airport parking

The corporate messaging feature of the TripSource app allowed Textron to push messages to travelers departing out of select U.S. airports. The messages, sent 24 hours before departure, made travelers aware of discounts available via preferred parking vendors Park 'N Fly® and The Parking Spot. The messages were concise, pulling from benefit information readily available but rarely read on Textron's employee intranet. "When the TripSource messages made employees aware of our airport parking discount, they used it," said Joyce Hofmann, global travel manager for Textron. "Every employee has a smartphone in their hand, and with TripSource we are able to put the information they need at their fingertips."

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>
> —*Joyce Hofmann, Global Travel Manager, Textron*

Results

90% increase in parking with preferred vendors —and double the savings

Over the course of one year, Textron saw parking at its preferred airport vendors increase by more than 90%. Parking-related savings more than doubled, compared to the year before. The test was so successful that the company is looking for ways to use TripSource messaging to increase duty of care compliance, alert travelers about disruptions and educate them about other important aspects of corporate travel policy and savings.

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Additional benefits

Opportunities for expanded traveler influence

By early 2017, nearly half of the company's travelers had downloaded the TripSource app—largely on the advice of their fellow Textron travelers. That increased adoption expands the reach of the company's travel team and enables them to influence more travelers' purchasing decisions

Precisely targeted messages

Textron's culture discourages mass emails, and the company's travel manager wanted to follow that protocol with TripSource messages. BCD provided best-practice guidance for when—and how often—to send messages that are timely, relevant and positioned to influence traveler behavior. "We figured out the right formula to drive an increase in preferred airport parking, without overloading our people with information," Hofmann said.

**Simplified and verified traveler communications**

Pushing messages to travelers via TripSource simplifies the communication process, ensures important information reaches them and reduces their on-the-road hassles, explained Hofmann's manager, Al Casazza, Textron's director of Global Services and Real Estate. "Our travelers don't have to do anything to get the information they need," he said, "and they get it right when they need it."

Good advice from a trusted partner

"We have a small travel team, and travel is not our core business. We rely on BCD to bring us new ideas that can improve our program," Casazza said. "BCD is our global partner, and we trust them to keep us abreast of trends and help us find tools like TripSource that meet our travelers' changing needs. BCD is our eyes and ears in the travel marketplace."

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Engaged travelers.

About TripSource

TripSource® is a robust travel app exclusively designed to give BCD Travel clients and their travelers greater control over the trip experience. Travelers use TripSource to access detailed itineraries, book hotels and self-manage specific aspects of their trip. Companies use the TripSource platform to reach their travelers with relevant messages and guidelines —anytime, anywhere. TripSource simplifies the journey for travelers and allows companies to influence employees' on-the-road decisions, increasing savings, safety and traveler satisfaction. To learn more, visit tripsource.com.
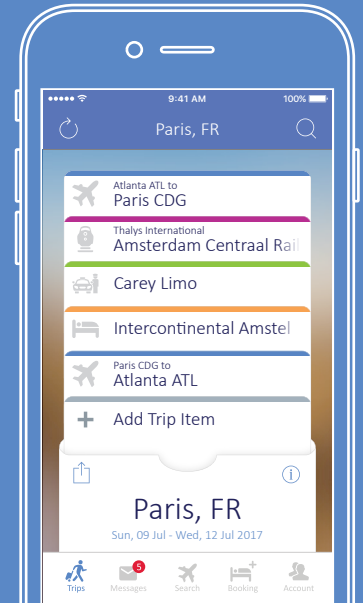
About BCD Travel

BCD Travel helps companies make the most of what they spend on travel. For travelers, this means keeping them safe and productive, and equipping them to make good choices on the road. For travel and procurement managers, it means advising them on how to grow the value of their travel program. In short, we help our clients travel smart and achieve more. We make this happen in 108 countries with almost 13,000 creative, committed and experienced people. And it's how we maintain the industry's most consistent client retention rate (95% over the past 10 years), with 2016 sales of US$24.6 billion. For more information, visit bcdtravel.com.