

Energy Systems Manufacturer Undertakes First-Time Global Travel Consolidation



As Woodward Governor Company grew its business, maintaining control over its disparate regional travel programs worldwide became an issue.

Woodward's decision to engage with a Global Travel Management Company was driven by three key objectives:

- 1] Cost reduction while maintaining levels of exceptional service
- 2] Global data integration
- 3] Win-win approach for a long term partnership

RADIUS was chosen because of its track record of high-level service in each market and established multinational supplier agreements. Flexible global reporting was also a critical need for ongoing program optimization of business units.

The new global travel program introduced a mix of seamless technology and services, supplier program reviews, and proactive program monitoring. In turn, Woodward has realized a wider adoption of online booking tools, increased savings and improved traveler satisfaction.

CHALLENGE

Woodward Governor Company, a US-based energy control systems manufacturer and solutions provider for engine, turbine, and electrical power systems, has operations in more than 30 locations across the globe in addition to distributors and independent service providers in even more locations. With such

INDUSTRY

Industrial/Heavy Electrical Equipment

NUMBER OF TRAVELERS 750

GLOBAL TRAVEL PROFILE

■ Baseline: 1 country / 1 continent (US)

■ Current: 6 countries / 3 continents

■ Pending Implementation: 3 countries / 2 continents

ONLINE BOOKING TOOL ADOPTION

■ Peer Group: 43%

■ Woodward: 75% (as of September 2010)



geographically diverse operations, each location traditionally had the autonomy to plan travel that fit its specific needs.

However, as business rapidly expanded—both organically and by acquisition—the company lacked strategic insight into their total travel spend and travelers experienced inconsistent service.

Knowing there had to be a better way to track the money being spent on travel across the globe, while still giving each location the travel options they needed, management turned to RADIUS.

The goal? For Woodward to introduce efficiencies across its travel budget and manage data globally while accurately forecasting travel for a dynamically growing company in 9 countries—all without compromising traveler service.



RADIUS' strategic approach to consolidation has meant that we can finally get a handle on our entire global corporate travel spend to find savings—all while improving the quality of service our travelers are receiving.”

—CRAIG CULVER, Global Commodity Manager, Woodward Governor Company

RADIUS SOLUTION

To most effectively consolidate Woodward's corporate travel program, RADIUS honed in on several client success factors:

- **Targeted Implementation** > Given the company's extensive, dynamic and rapidly expanding operations, RADIUS implemented a top-market strategy, starting with the most critical markets and methodically expanding travel consolidation from there.
- **Seamless Technology and Services** > RADIUS implemented best-in-class online booking tools where possible. For example, RADIUS Germany and Woodward collaborated on low-cost carrier integration into their online booking tool, initiating a single point of entry for their travelers.
- **Supplier Program Reviews** > Consolidated global travel data and flexible reporting presented new opportunities to manage spend more strategically. From this, supplier selection and traveler preferences were optimized for greater volume pricing. As a result, Woodward's global contracts with local air suppliers were renegotiated, thereby adding benefits for travelers and savings for the company.
- **Proactive Program Monitoring** > Recognizing that both savings and traveler service would be critical to the new travel program's success, RADIUS put a plan in place to proactively and regularly monitor not just the company's travel data, but also the level of service

provided to busy corporate travelers. A customer satisfaction survey conducted in April 2010 revealed that 90% of Woodward's top travelers were highly satisfied with the travel services and support RADIUS was able to provide.

RESULTS

After implementing RADIUS' corporate travel program, this global organization quickly realized dramatic returns on their efforts. Wider adoption of online booking tools, reduced transaction fees, and negotiation and consolidation of both air and hotel suppliers resulted in lower fares and rates.

As consolidation continues from the six markets already implemented, traveler satisfaction in the program has increased, while continued participation and compliance is actively managed by the client with RADIUS' support.

To learn more about how RADIUS can improve your global travel program, call our Sales Team at 1.800.989.3059 (USA), +1.301.718.9500 (International) or visit www.radiustravel.com.