

Hearts & Minds

Change the way you think
about business travel

Hearts & Minds

The best technology. The biggest big data. Analysts. Algorithms. Artificial intelligence. Business travel is entering a whole new era. And everybody's talking about it.

But, we believe, they're only telling half the story.

Sure, data and technology means we can work smarter, reduce cost and drive efficiency. But we don't just deal in cold facts and figures; business travel is about people too.

Have a heart

Ultimately, we help organisations to be more productive and profitable. But at the heart of business travel, is the traveller. That heart - experience, sentiment, well-being - plays an equal part in creating the perfect travel programme. If the traveller is not already at the centre of your travel programme, you need to be working out how to put them there.

Better together

Focusing exclusively on either business benefits or traveller experience is short-sighted, and where many TMCs fall down. We believe the sweet spot lies in between. Hearts and Minds is about how we combine hard metrics with human understanding, technology with local knowledge, the brightest analysts with the best account managers. We want to change the way we do business travel, bringing hearts and minds together, improving experience without increasing cost.

A manifesto for a more balanced approach to business travel.

Wellbeing ...
Sentiment ...
Traveller ...
Comfort ...
Life ...



Profit ...
Statistics ...
Technology ...
Efficiency ...
Work ...

Wellbeing & Profit

We can always find clients the best priced itinerary. But the best price may not always be the most profitable, if it has a negative effect on the traveller. Short-term, poorly planned travel can expose staff to undue risk, affect productivity and time efficiency. And in the longer term, can impact employee retention.

We believe it's about weighing up cost with traveller wellbeing.

Is a hotel tariff low because it's in a lousy area? We'll do background checks and analyse local crime data.

What's the impact of successive early starts? And is an early start negated by rush hour traffic when reaching your destination? Work with our MI team to analyse traveller sentiment.

Hearts and Minds balances the expenses with the traveller experience.



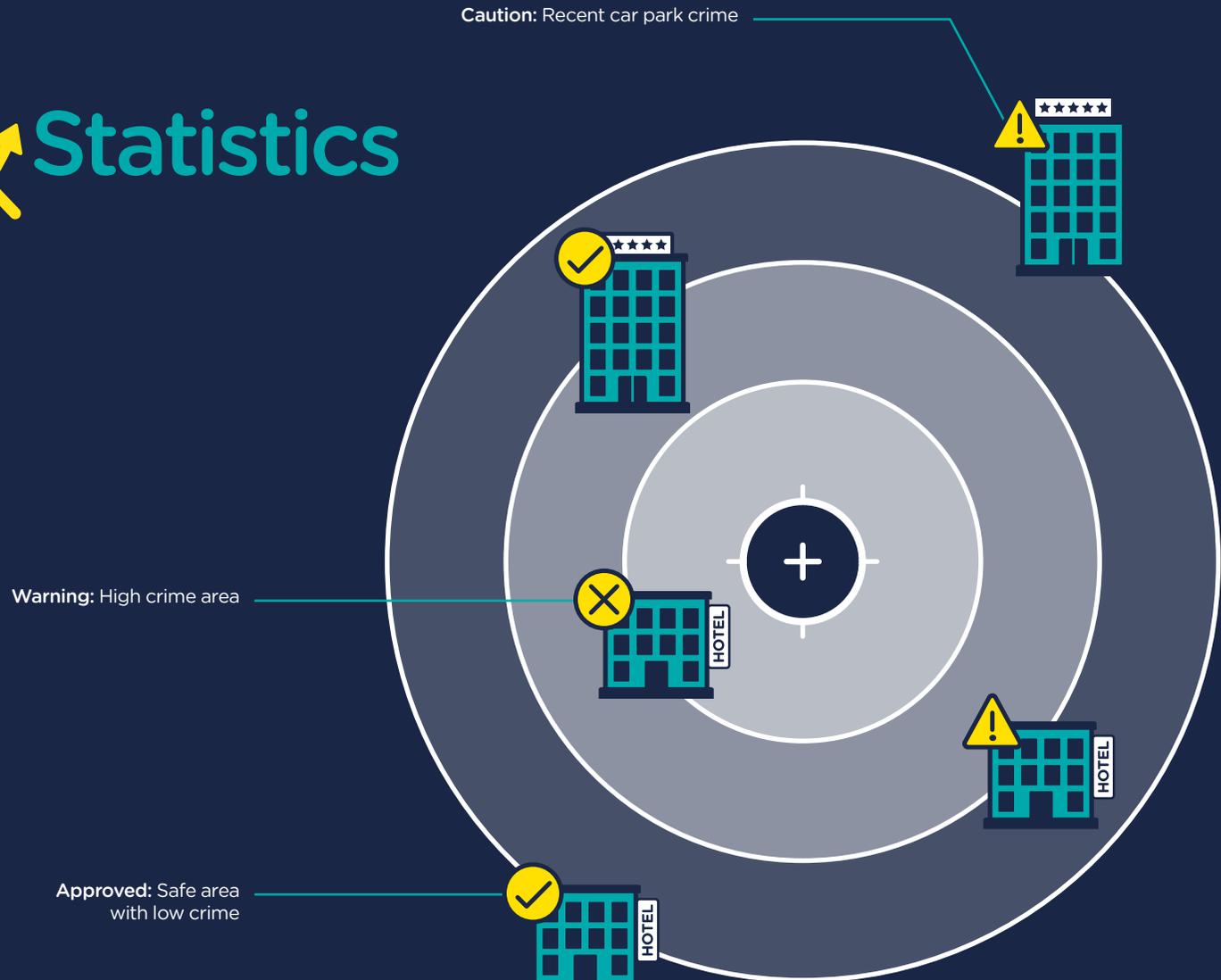
Sentiment & Statistics

There's a lot of data out there. And big data is bigger than ever. But it's not the amount of data you have, it's what you do with it.

Using data to measure traveller sentiment not only enhances the experience of that traveller, but brings together hearts and minds, enabling you to make smarter, more informed decisions on your travel programme based on fact, not gut feel.

And it's not just looking at traditional MI. What do police statistics tell us about an area? A hotel may be in a cool part of town, but the nearest car park could be in an incident hotspot. Statistics like this can keep your people safe and happy.

Overall traveller feedback and reviews may appear fine. But, upon deeper analysis may reveal a negative pattern, leading to employee churn. Changing your focus and looking at intelligent data can help you reverse this pattern, keeping employees safe and productive without increasing costs.



Traveller & Technology

At what point does duty of care tip from benevolence to big brother?

Tracking technology is a major development in duty of care, for security and peace of mind. At the same time, employees have a right to privacy: being away on business, doesn't mean working 24/7. We believe travel and tracking protocols that strike a balance between protection and personal freedom are absolutely achievable.

And working alongside tracking, how can enhanced technology, AI and machine learning help to enhance traveller experience, while maintaining control of policy and bottom line? What new innovations are out there to deliver smooth, end to end travel and avoiding programme leakage? The tools are there, if you are ready to adopt them.

Independence



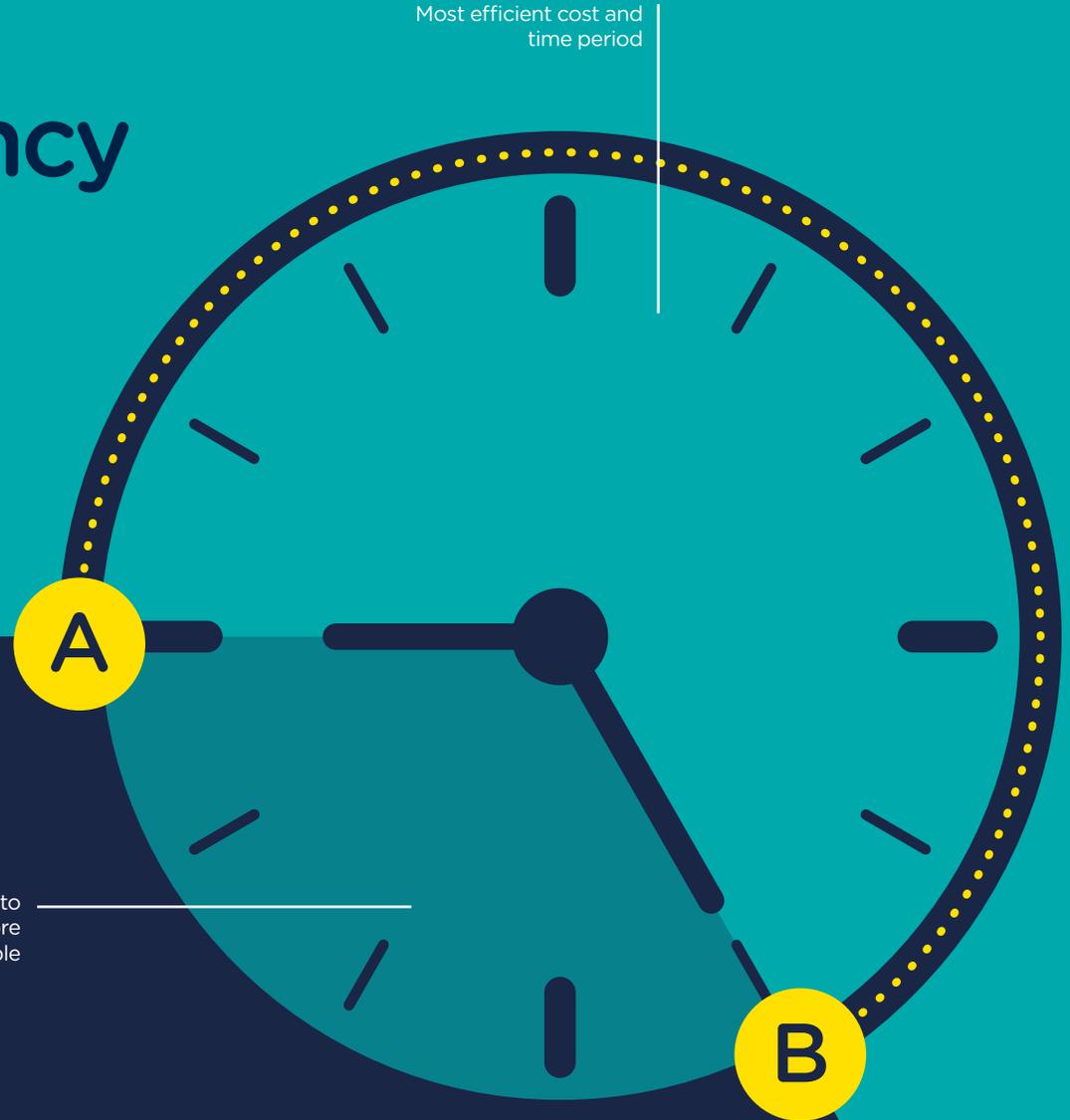
Comfort & Efficiency

Business travel should always be cost and time efficient. So we'll always crunch the numbers to find the best fare combinations, time efficient connections and swiftest routes.

But true efficiency isn't always about austerity, sacrificing comfort at all costs. City centre accommodation may be more expensive, but could save on taxi travel and enable travellers to eat out, within budget, rather than being restricted to an expensive out-of-town hotel restaurant.

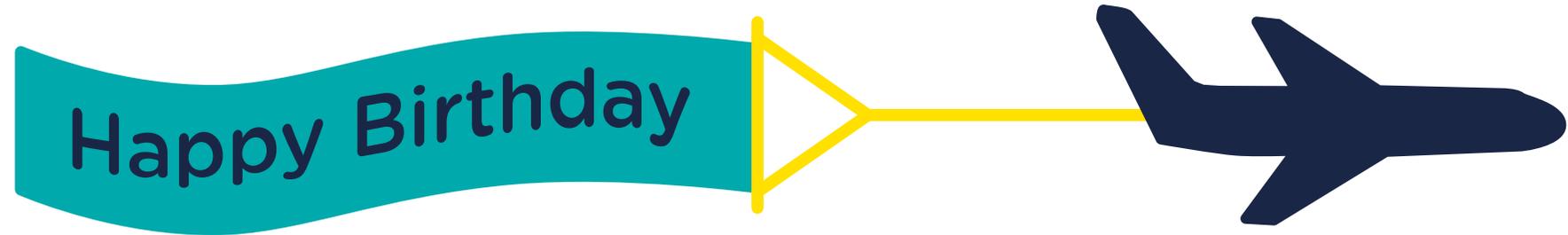
No frills accommodation might be adequate for a single night stopover. But a hotel with leisure facilities can make life on the road a lot more bearable during extended periods away from home, keeping your most valuable assets healthy and happy.

We know a well-planned trip looks beyond the bare essentials.



Most efficient cost and time period

Expensive period to travel and more unsocialable



Life & Work

Travelling for business will always affect home and personal lives.

Which is why we take both into consideration when planning any travel itinerary.

For example, moving meetings to a central location and planning several appointments in a single day can avoid an extra night away – and save money.

While planning travel an hour later can avoid peak fares and enable an employee to do the school run.

And on an extended business trip, considering and combining the opportunity for travellers to socialise and experience the local culture will make long periods away from home a more positive and productive experience.

Work/life balance is no longer an unobtainable myth. Travellers expect a greater level of balance and it no longer makes commercial sense to ignore this. Our job is to help you and your travellers achieve this.

Want to find out more about
our brighter approach to
business travel?

We'd love to share our thoughts.

Get in touch: salesupport@claritybt.com

