

Ingersoll Rand

Increased TripSource use in Latin America boosts hotel savings and improves traveler satisfaction



Outreach leads to 88% increase in employee adoption of the self-service platform.

Challenge

Ingersoll Rand rolled out BCD Travel's TripSource® self-service platform to travelers in six Latin American countries—Argentina, Brazil, Chile, Costa Rica, Mexico and Peru. The aim was to bring outside hotel spend into the program, improve the traveler experience and drive savings to boost the bottom line. But six months later, adoption was still low.

“Getting travelers to book hotels in the program is very important for us because of cost control, duty of care and the traveler experience,” said Veronica Sandoval, Ingersoll Rand’s leader of Travel, Fleet & Meeting Services for Latin America. “In LATAM a lot of travelers are accustomed to booking directly with hotels, so we had a cultural hurdle. We believed TripSource could help with that. But first travelers had to try it. We needed a very personal approach to convince them.”

At a glance

Challenge: Travelers in Latin America were slow to adopt TripSource.

Approach: Ingersoll Rand and BCD Travel partnered on traveler outreach.

Results: In just four months, the company achieved:

- **88%** rise in TripSource registrations
- **28 pp** increase in hotel-to-trip-night bookings
- **US\$29,000** savings on hotels
- Traveler satisfaction of **80%** among TripSource users

Approach

Ingersoll Rand partnered with BCD on an outreach strategy. The team’s first decision: Communicate with travelers in Spanish, as well as in English. “Even though we often communicate in English for business, employees in Latin America naturally respond better to their local language,” Sandoval said.

Frequent travelers in the six LATAM countries who had booked trips in 2018 were invited to attend webinars in Spanish or English. The webinars detailed what TripSource was, how to register for it and how to use the platform to book hotels. The sessions also explained the benefits for travelers—that TripSource would increase their hotel choices; save them time when booking; and increase their safety because the company could find them in an emergency. Sandoval said the security message particularly resonated with travelers who had fresh memories of the devastating 2017 earthquakes in Mexico.

As a follow-up to the webinars, travel team members contacted some employees via Skype to ask if they had questions. Other travelers received surveys.

Registered TripSource users then received targeted messages sent via the mobile app before, during and after trips. The messages encouraged travelers to book hotels through TripSource; reminded them about benefits like in-room Wi-Fi; and asked them for feedback on their trip experiences.

About Ingersoll Rand



Incorporated in
Dublin



44,000
employees



53
plants worldwide



US\$14.2 billion
in 2017 revenue

Results

Once they tried TripSource, travelers were hooked. “I started getting thank-you notes from travelers after they used the app, and the positive responses came from travelers of all ages and those using laptops and mobile phones,” Sandoval said. “Travelers like having more technology options; everybody wants to be connected now.”

“When travelers use TripSource, we increase our hotel-to-trip-night attachment, our immediate savings and our ability to negotiate with suppliers for better rates in the future. We also increase our duty of care.”

— Veronica Sandoval, Ingersoll Rand’s Leader of Travel, Fleet & Meeting Services for Latin America

Travelers appreciated TripSource’s ease of use, breadth of hotel content and relevant and timely messages. Adoption, traveler satisfaction and hotel savings all climbed.

- Over four months, the number of travelers registered to use TripSource in the six countries increased 88%.
- During the same period, hotel-to-trip-night bookings rose 28 percentage points.
- When Ingersoll Rand compared April-July 2018 with the same period in 2017 for the six countries, the company saw a US\$29,000 drop in hotel costs that boosted the bottom line.
- Much of the savings came from bringing outside spend in—including a 17% increase in hotel room nights and a 7% decrease in average room rates.
- What’s more, employees who used TripSource reported improved trip experiences and an average traveler satisfaction score near 80%.

“It’s a big improvement,” Sandoval said. “When travelers use TripSource, we increase our hotel-to-trip-night attachment, our immediate savings and our ability to negotiate with suppliers for better rates in the future. We also increase our duty of care. If there’s an emergency, we can find our travelers—that’s important to our company and to our employees.”

For more information, visit bcdtravel.com.

tripsource
by BCD travel