

Case study



About Domino

Based in Cambridge, Domino UK is a leading global manufacturer of coding solutions. Through their extensive global network, they provide customers with reliable, innovative and cost-effective solutions and enjoy an outstanding reputation for customer service and support.



What was the challenge?

Domino has been a valued Corporate Traveller client since 2007. During this time, they have also used the services of other travel providers. However, the poor service and uncompetitive prices they were offered from the others led them to choose Corporate Traveller as their sole travel provider in 2014.

Jackie Delf, Personal Assistant to the Group Sales Director, has worked with Corporate Traveller from the beginning. "I have always used Corporate Traveller as I found the other Travel Management Companies (TMCs) that I had worked with not only didn't provide the service I was looking for but also did not provide the prices; they were always more expensive."

The solution

In 2018, Domino's parent company, Brother Industries of Japan, appointed another TMC to manage their travel. Domino decided to conduct a benchmarking exercise and put Corporate Traveller's services to the test.

To facilitate the comparison, Domino requested quotes on frequently travelled routes across a range of dates.

Both providers were given 24-hours to send quotes for Economy, Premium Economy and Business Class tickets.

Susan Appleby, the Executive Assistant to the Chief Executive Officer, explains the outcome. "Upon receipt of the quotes, they were analysed for their suitability, then cross-checked against pricing and the flexibility around the fares. Where like-for-like routes were offered, there was little to choose between the prices. While both parties were able to offer competitive pricing, the other TMC did not always offer flights on the correct dates. The approach taken by Corporate Traveller was professional, and the quotes well presented. Where flights were full and fares high, Corporate Traveller offered sensible alternatives."

Susan continues, "Given our existing good relationship with our travel manager and his team at Corporate Traveller, as well as the competitive fares and flexibility, we felt it was right to remain with Corporate Traveller."

Results

Domino has stated that one of the main benefits of appointing Corporate Traveller as their sole travel provider

is having better visibility of their travel spend. This consolidation of data has made it easy to identify trends and assists in creating and keeping accurate travel budgets.

Domino has also highlighted that they can now make use of Corporate Traveller's exclusive negotiation strength. While their travel spend is significant, it is often not enough to qualify for specific route deals and preferred hotel rates. Having access to Corporate Traveller's negotiated rates has resulted in savings that were not available to them with other TMCs.

Client testimonial

Susan explains where the most significant impact of moving to Corporate Traveller has been realised. "The biggest change since using Corporate Traveller is that although the number of our travel bookings has doubled in the last year, our expenditure has not. This has been down to the work that Corporate Traveller has done in finding us the best value for our travel spend."

For the full story, visit corpstraveller.co.uk