

AN ATPI CASE STUDY

How To Make A
Travel Policy Work
For Company
And Travellers

Melexis
INSPIRED ENGINEERING

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The client required a consolidated travel policy programme to enhance their travel experience, achieve cost savings and implement a centralised reporting system.

ATPI Corporate Travel empowered Melexis by implementing a user-friendly travel policy, based on the client's travel requirements across their offices in Europe and Asia, while enabling the company to negotiate preferred supplier rates.

BACKGROUND

Melexis is one of the world's leading automotive semiconductor sensor manufacturers as well as a leading player in integrated circuits for motor driving, car networking and wireless communication. With offices across the world, Melexis was in need of a comprehensive travel policy which would identify where it could spend smartly on a flawless travel service – while also being in line with their global strategy. Having had a rather unmanaged business travel programme, Melexis needed to identify how they could benefit on savings opportunities while dealing with regular travels to and between Melexis sites, and also maintain efficiency as key for their travellers.

THE CHALLENGE

In spite of having a substantial global presence, Melexis continued to maintain unaffiliated relationships with local providers, especially in certain locations such as in Ukraine and parts of Asia. Melexis discovered that the level and consistency of service received, varied

by country and made it extremely difficult to authorise their travel policy. With offices spread across Europe and Asia, and a Belgium HQ, each office was managing their own travel with no travel policy, booking system or control mechanism in place. The client was eager to maximise their annual travel spend with a single-centralised point of contact, while managing costs within central reporting and bring efficiency to travel requests. They also wanted to simplify the process of travel procurement across the world, not just in Belgium. However, the Melexis offices across Europe and Asia were reluctant to move away from the local provider, and hence there was a critical need to generate trust among site managers across the various office and local travellers.

THE SOLUTION

Effective implementation meetings with the Human Resource, Facility Management, Site Managers and Finance teams were carried out in all Melexis offices, to make the roll-out a success.

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ATPI Corporate Travel followed a staged implementation approach and worked in close partnership with the client throughout the process. At the outset, ATPI Corporate Travel critiqued the company's disparate management information to evaluate opportunities for fare and rate activity and rendered one point of contact – a dedicated ATPI Corporate Travel resource to manage and drive their travel requirements forward.

A rigorous travel policy was created, discussed and then implemented for all business travel transactions and a central data reporting system was created including post-trip and pre-trip data. Furthermore, a communication campaign was organised and dispensed to convey the shift to a central travel management service to the client's travellers and site managers. This highlighted the gains that the move would contribute to the company, which led to the full negotiation

of a preferred-priority airline partner, Bulgaria Air, and a hotel partner. Regular communication was also established which enabled Melexis to demonstrate to all key personnel, the actual benefits that the ATPI Corporate Travel service would deliver, such as cost savings and central data reporting etc.

THE RESULT

On an operational and strategic level, thanks to field experience and recommendations, ATPI Corporate Travel executed a global travel policy that simplified the Melexis' travel management programme. The procedures put in place to affirm the policies resulted in a considerable rise in travel policy compliance, reduction of costs and travel-related perils for both travellers and the client. The success of the implementation became instantly apparent as the new travel policy accorded local offices to avail of preferred partner rates at hotels and airlines with substantial savings.

In addition, plans are now afoot to revise Melexis' emergency procedures, introduce and familiarise them with the ATPI Employee Tracking tool and employ communication strategies throughout the process. Melexis is also considering moving to ATPI's online booking solution.

ATPI's solution to Melexis' business resulted in a single-point central reporting system, efficiency on travel requests, cost savings by deals and numerous other benefits. When asked to best describe the value ATPI Corporate Travel added to their business, Machteld Van Rompaey, spokesperson for Melexis sums up, "ATPI treated our travellers with the best care... and made sure a 24/7 follow-up took place, which was of great value, especially during the attacks on Brussels Airport in 2016."

ABOUT THE ATPI GROUP

The ATPI Group is a long established travel management company and one of the fastest growing brands in corporate travel. With over 100 offices worldwide, the company has successful operations in corporate travel, corporate event management, online travel technology and specialist travel management for a number of key industries. www.atpi.com