



# Xerox Case Study

Xerox Corporation is the world's leading document management technology and services enterprise. Xerox employs 57,400 people worldwide and has locations in nearly every country of the world, with larger operations in Canada, Europe and the U.S.

## Program Strategy Challenge

### *Going Beyond Adoption*

With an annual air spend of \$39.6 million globally and nearly 19,000 traveler profiles, Xerox continually looks to GetThere for new, cutting-edge travel procurement solutions. A GetThere customer since 1999, Xerox has accomplished difference-making results by constantly enhancing its travel program.

On the way to becoming one of GetThere's earliest and highest adopting customers, the Xerox travel team consistently leveraged the support of its executive team. Through their endorsement, Xerox has successfully implemented a wide array of solutions.

Xerox has an executive mandate in place stipulating employees book on Xerox Travel Online (XTO) for domestic and simple international travel, which accounts for 79 percent of company travel. Only trips with complex international itineraries and VIP travelers are directed to go through Xerox's travel agency.

Mark DeGray, Xerox travel operations manager, prepares monthly online adoption metrics by organization, gains buy-in from his VP and cascades the data appropriately.

"In my reports, if I see slippage in online utilization, I'll call that out," DeGray said. "The individual organizations will address travelers who have not used XTO and determine why the booking was not made online."

Gentle persuasion isn't the only method used to corral non-compliant travelers. When travelers call the agency and are on hold, they hear a reminder to book on XTO and are given the site URL. Furthermore, Xerox has integrated its corporate Single Sign On with GetThere and has placed an XTO quick-link on its company intranet.

## Solutions

### *Advanced GetThere Features Grow Online Program*

Xerox has taken advantage of several of GetThere's industry-leading solutions. In 2006, Xerox soft-launched Online Ticket Exchange (OTE), where U.S. users can void, refund and exchange tickets within the tool. When Xerox rolled out the New User Interface in 2007, the travel operations team conducted a communication and training campaign that incorporated OTE.

The travel team also decided to focus its attention to hotel compliance through a Lean Six Sigma project. DeGray found that many travelers, though they booked a flight online, made hotel reservations separately for a variety of reasons, such as wanting to be closer to a customer location.

No Boundaries.  
Just GetThere.

## Key Features:

- > **Portal Registration** – Xerox takes an export of data from its training database and creates a URL containing employee and trip details, which is used by a small team of registrants to book the travel of those employees
- > **StarCite Integration** – Xerox developed XTO subsites for its meeting management companies. When an attendee finishes registering for a meeting, they are automatically redirected into the associated meeting management site to book air reservations
- > **Dynamic Messaging** – Xerox uses Dynamic Messaging to inform travelers of the cities where video conferencing equipment is available, and has also used it to provide destination-specific information to travelers
- > **Corporate Shuttle Booking Subsite** – Enables users to book seats on the Xerox corporate aircraft for bi-weekly scheduled flights between Rochester and White Plains, New York, near their worldwide headquarters

To address process compliance, GetThere added a rule to XTO requiring travelers to enter an “out of policy” reason if they try to book a multi-day air reservation without including a hotel reservation. Xerox is also in the process of implementing pre-trip auditing, which reviews bookings and sends customized emails to travelers based on the hotel reason code that is selected.

In addition, the travel team drafted a letter from the division vice president to drive home the importance of both process and policy compliance, and included a strong safety message to employees. Citing events like natural disasters and terrorist attacks, the letter stressed the importance of knowing traveler’s whereabouts.

“We’ve always been very engaged with corporate security in our travel crisis plan,” DeGray said. “We are trying to make our travelers more aware of travel risks, and with recent events, we use the memo as an opportunity to push this message in front of them.”

Through GetThere, Xerox uses a PNR feed that identifies users traveling internationally in order to send them an email that provides security information relating to their destination country.

## Next Steps

Xerox is currently working toward optimizing and possibly enhancing its air travel program. In a period when the industry is in a somewhat foggy state, the travel team is charged with how to best push travelers to their preferred airlines so they can meet contract commitments. Enhanced air and hotel shopping is a possibility, as well as a globalization of the program.

Xerox also took the strategic direction of combining conferencing and travel under one team. The goal is to identify synergies between conferencing, travel and meetings, which will allow more awareness within the company on ways to reduce travel spend, enhance employee productivity, enable work-life balance and reduce Xerox’s carbon footprint.

One thing is certain – as Xerox’s travel program continues to evolve, it will be certain to stick to the basic tenets that have allowed it to flourish.

“Developing a partnership between the travel department, the agency and GetThere allows us to be as efficient as possible,” DeGray said. “We are able to act quicker, resolve issues quicker and implement the best possible program for our travelers.”

## No Boundaries. Just GetThere.

### Results

- > 83 percent adoption rate in the U.S. and 79 percent globally (2007)
- > 64 percent agency transaction savings with touch less online vs. offline (2007)
- > 10-15 percent average ticket price savings online vs. offline
- > 361 OTE transactions (2007)
- > \$200,000+ in savings delivered by the Lean Six Sigma team