



BTPAUTOMATION



Customer Case Study on Hotel Savings

BTP AUTOMATION

Intelligent Continuous Hotel Sourcing through Adaptive, Data-Driven Technology

BTP Automation has developed the corporate travel industry's first and only adaptive Intelligent Continuous Hotel Sourcing platform. This innovative technology will automatically and dynamically negotiate or renegotiate program terms and conditions throughout the hotel program life cycle. The entire system can be fully automated, eliminating the need for manual RFP generation and delivery.

Background

A leading manufacturing company operating in 30 global markets partnered with BTP Automation to bring innovation to its corporate hotel sourcing strategy. Faced with rising costs in a supplier-driven market, the company sought a solution that could enhance negotiation power, reduce their preferred hotel footprint, and streamline the sourcing process.

Challenge

The customer needed a more efficient way to manage hotel sourcing that would:

- Improve negotiation power to secure better corporate rates.
- Reduce reliance on an extensive preferred hotel program.
- Utilize automation to optimize sourcing, saving time and costs.

Solution

By leveraging BTP Automation's platform, the company was able to:

- Enhance Buying Power: BTP's advanced analytics and automation helped the company negotiate more effectively, ensuring competitive rates across key markets.
- Reduce Preferred Hotel Footprint: By optimizing hotel selection through data insights, the company streamlined its preferred hotel list without sacrificing traveler satisfaction.
- Automate & Save Time: The integration of automation into the sourcing process reduced manual effort, allowing the travel management team to focus on strategic initiatives.

Results

Since implementing BTP Automation, the company has reported:

- ✓ Increased Efficiency: Reduced an average of 25 hours per RFP spent on hotel negotiations and approvals.
- ✓ Cost Savings: More competitive rates achieved through intelligent sourcing. Savings increased from 5% to 13%.
- ✓ Improved Travel Program Management: A more focused data-driven approach to hotel sourcing by reducing their preferred hotel properties by 15% while driving more savings and business to those hotels that remained in the program.

Customer Testimonial

"I have used many hotel sourcing platforms, and BTP is by far the best at saving me time and money."

– Global Travel Manager, BTP Customer