



BTPAUTOMATION



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 major financial services company with a global hotel program faced ongoing challenges in ensuring negotiated rates were correctly loaded into the Global Distribution System (GDS). With 200 hotels in their program and only 60% of rates loading correctly during audits, they partnered with BTP Automation to solve the issue through automated rate auditing and proactive hotel engagement.

Challenge

- **Time-Consuming Manual Follow-up:** Rate corrections often required up to four rounds of audits and extensive manual communication.
- **Program Inefficiencies:** Program Inefficiencies: Inaccurate rates frustrated travelers and cost the company an estimated \$3,000 per week in lost savings.

Solution

By leveraging BTP Automation's platform, the company leveraged:

- **Monthly Automated Rate Audits across all their preferred hotels.** Previously their rate audits were done only once a year.
- **Proactive Follow-up:** While the auditing process is fully automated, BTP's team actively engages with hotels when discrepancies are found—working directly with hotel partners to ensure rates are promptly corrected and properly loaded.

Results

Since implementing BTP's automation and auditing features:

- ✓ Rate Load Accuracy Improved from 60% to 98% saving them \$150K+ annually
- ✓ Significant Time Saved for the travel team previously spent on manual follow-ups and re-audits
- ✓ Ongoing Monthly Monitoring ensures rates don't fall out of compliance later in the year
- ✓ Auditing Repeats Automatically if rates drop off

Customer Testimonial

"Thanks to BTP Automation, we now have confidence that the rates we negotiated are actually being honored in the GDS. We went from chasing hotels for weeks to a 98% success rate — that's a game-changer."

— Global Travel Manager, Financial Services Company