



HOW R&M/BOOK IS HELPING A LEADING LAW FIRM TO EMBRACE DIGITAL

EMPOWERING CLIENTS TO REAP THE REWARDS OF ONLINE BOOKING.

When a leading international law firm saw their domestic travel was set to rise, simply increasing the number of travel consultants on-site wasn't the answer. Thankfully, we had the perfect solution – R&M/Book, our online booking tool.

A REAL SERVICE AND SAVINGS PARTNER

Introduce an online booking tool and, understandably, people are naturally concerned that service and savings will be compromised.

Especially when they're used to their very own, and highly trusted, Reed & Mackay in-house travel team. However, with R&M/Book, we were able to quickly assure them this wouldn't be the case.

Thanks to an in-built traffic light system, R&M/Book ensures that travel options remain in policy as if

THANKS TO THE SUCCESS OF R&M/BOOK, OUR PROGRAMME WAS ROLLED OUT TO ALL TRAVEL BOOKERS AFTER JUST THREE MONTHS

they were being chosen by members of the travel team – keeping the 'noise' level at a minimum for procurement. We even included a pre-trip approval process for online bookings, passing them across to members of our on-site travel team should flights go above a pre-agreed value.

As a result, since its introduction, there has been no increase in the average ticket value, while delivering a significant reduction in domestic travel fees.



ONLINE ADOPTION HAS BEEN SO SUCCESSFUL, R&M/BOOK IS NOW THE MANDATED WAY TO BOOK DOMESTIC TRAVEL

RAPID ADOPTION

Once agreed on how R&M/Book could help the law firm to handle their domestic travel, we created a strategy that would enable easy adoption.

To ensure the greatest benefit to those who needed it most, we brought together a pilot group of travel bookers – people who flew regularly on a key route – and quickly got them up to speed on how to use R&M/Book.

What's more, just to be sure, we allocated the company an 'online guru' from our on-site team and made them the go-to person for any online help and queries.

Thanks to the success of our pilot programme the law firm rolled out the service to all travel bookers after just three months. A resounding vote of confidence in R&M/Book and our programme.

A FIRST-CLASS SERVICE ACROSS EVERY PLATFORM

Not only are they now keen advocates of online booking for domestic routes, they're also enjoying the benefits of R&M/Mobile, our dedicated mobile app. So much so, when the recent Beast from the East struck the UK, there was an immediate 32% uplift in adoption across their traveller base.

This combination of a trusted travel team and first-class technology ensure that they are prepared for every travel eventuality – whether a significant change in travel routine or an absolute freak of nature.

As the legal sector looks to embrace digital innovation in all areas, this law firm is now taking full advantage of its benefits with first-class service across platforms. What's more, having made that move, it looks like one they'll be keeping for good.

CHANGING PERCEPTIONS

After just 12 months of using R&M/Book, our client had achieved a 70% online adoption rate for a key domestic route traffic. In fact, it has been so successful the company has mandated this route be booked online, something that rarely happens within a law firm – a real testament to how well R&M/Book has been received and how essential it has become for regular domestic travel.

If you're looking to take your online programme forwards get in touch:

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