



# A NEW APPETITE FOR DIGITAL EMPOWERS EMPLOYEES

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A RENEWED FOCUS ON DIGITAL DRIVES A 20% UPLIFT IN ONLINE ADOPTION.

## **FIFTEEN YEARS AGILE**

When a legal sector client reached a fifteen-year milestone with Reed & Mackay, we launched a high intensity stress test to ensure the foundations of their travel programme were fit for the next fifteen. We rigorously tested every aspect of their programme's performance against the current needs of the firm and uncovered a growing appetite for digital engagement and automation to drive productivity and minimise risk.

## **DIGITAL ENGAGEMENT**

Not only did increasing online booking across the business reduce cost, it empowered bookers with intuitive technology, live availability and destination risk intelligence at their fingertips. What's more, a campaign focused on supporting the cultural shift to online for domestic bookings saw an almost immediate jump in online adoption of over 20%.



“A DIRECT MATTER CODE FEED WITH POINT OF SALE VALIDATION IN PLACE, SAVED HOURS OF TIME DRIVING PRODUCTIVITY FOR THE FINANCE TEAM AND REMOVING A DISTRACTION FOR FEE EARNERS. ”



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### INCREASED AUTOMATION

By connecting key data feeds from the client to R&M/iQ Reed & Mackay's proprietary agent booking tool, the firm immediately began to see the benefits of automation in the form of increased efficiency and reduced risk.

With thousands of matter codes in play at any one time, the administration of tying back chargeable travel to case files was an unnecessary burden. A direct matter code feed with point of sale validation in place, ensured that the firm could distribute cost quickly and accurately while case files were still open. This cut hours of time spent looking internally for missing details, driving productivity for the finance team and removing a distraction for fee earners.

Connecting their HR feed to R&M/iQ also took away the trouble of managing travel profiles

for starters and leavers. Coupled with a strong supporting process, this put an additional layer of protection in place to prevent fraudulent bookings.

### A PROACTIVE PARTNERSHIP

When you're renowned for building partnerships that last, proactive and continuous improvement is second nature. If you'd like us to stress test your programme, or help you hit the accelerator on a specific objective, get in touch: [hello@reedmackay.com](mailto:hello@reedmackay.com)