



STAY

HOW CORPORATE TRAVEL IS EVOLVING

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The undeniable shifts in the world



The current travel eco-system does not meet these shifts in the world



HRS is reinventing how corporations stay, work, and pay



Corporate travel value drivers



THE **UNDENIABLE** SHIFTS IN THE WORLD



DIGITAL EVERYTHING

Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world's largest accommodation provider, owns no real estate.

This is our digital world.

We are building smart cities, living in connected homes and constantly being presented with personalized recommendations for better choices in our digital consumption – whether from Netflix, Spotify or Amazon.

Increasingly, our personal lives are converging with our work lives and the lines are becoming more blurred. Working from home has brought our working and personal lives together. Employees expect the same digital world they experience in their personal lives to be accessible in their professional lives.

I can have what I want, when I want it, and the way I want it.





“

During the first year of COVID 19, companies accelerated the digitization of their customer and supply-chain interactions and their internal operations by three to four years”

McKinsey 2020 Global Survey of executives

To add to this, the COVID-19 crisis has led to a quantum leap in digital adoption in organizations. According to a McKinsey Global Survey of executives, during the first year of COVID 19, companies accelerated the digitization of their customer and supply-chain interactions and their internal operations by three to four years.

The World Economic Forum refers to this phase of ‘digital everything’ as the Fourth Industrial Revolution* – and unlike the slow pace of other industrial revolutions, “today’s revolution is engulfing us like a Tsunami,” they say.

“

The Fourth Industrial Revolution represents a fundamental change in the way we live, work and relate to one another.”

World Economic Forum

PROCESS AUTOMATION

This megatrend of accelerated digitization is partly enabled by process automation. Organizations are looking for ways to become more efficient and remove manual tasks, transactional processes and basic analytics from employees, so they can deliver far more value from the services they are providing.

This is further supported by the rise of platforms centered around greater customer experience, often driving next-level automation and business model shifts and changing the expectations of existing roles, as well as creating different types of occupation. Meanwhile, C-Suites continue to look for ways in which departments can drive process automation to ensure employees deliver the best value possible and open doors for innovation and new capabilities.

However, all this being said, there is one thing the tsunami still hasn’t engulfed – corporate travel, which is still operating under legacy systems developed 30 years ago. The time, it seems, has come. The end-to-end travel program is finally ready to benefit from the automation of manual tasks and the introduction of analytics.

This will allow businesses to focus on delivering strategic value to their organizations while also creating pathways for innovation so that by the time corporate travel is finally back in full swing, their businesses will be fit to benefit from a level of efficiency accelerated by digitalization and process automation.

*The First Industrial Revolution used water and steam power to mechanize production. The Second used electric power to create mass production. The Third used electronics and information technology to automate production. Now a Fourth Industrial Revolution is building on the Third; the digital revolution that has been occurring since the middle of the last century. It is characterized by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres.

ACCOUNTABLE SUSTAINABILITY

Another megatrend that can't be ignored is sustainability (carbon zero, diversity and inclusion). It's no longer a choice for organizations to demonstrate their sustainability agenda – pressure is mounting from all directions (regulators, consumers, and employees) for sustainability to be at the core of a company. Sustainability regulations that will impact the ability for organizations to do business will continue to increase. Millennials and Gen Zs (who now make up the bulk of the workforce) are choosing employers who align with their core values, and sustainability is top of their list of criteria. The ability for organizations to stand up to sustainability scrutiny will directly impact their ability to attract, recruit, and retain top talent, and ultimately, whether customers will buy from them.

What happens when you have employees whose core values include sustainability, but find few options to prioritize proven sustainability hotels when travelling?

THE GREAT DE-COUPLING

Led by the US and China, the world's major countries are investing large sums in technology and supply chain independence, reducing their reliance on global supply chains. In the wake of the pandemic, they are looking for ways to future-proof against further potential disruption. This has significant implications for greenhouse gas emissions, and companies will have to reassess their global footprints using innovative technology and responsible investment to achieve greater autonomy and find local solutions.

NEW WORK

The final global trend resulting from the last 18 months is the emergence of the **new work environment**.

During COVID-19, firms across the globe were forced to shut down their offices and move en masse to remote working. Corporate leaders saw increased performance in their organizations, and began to challenge established investment strategies in the area of corporate real estate.

Managers in corporate building development, facility management, and human resources, started to demand new working models where working from an office is optional, enabling dynamic cost allocation for the workplace. Professionals began to rethink their goals and look for better work-life balance, many of them choosing to leave their jobs or renegotiate their contracts, demanding greater flexibility in working environments. There has also been an exodus of employees from major cities to more remote locations, and a new requirement for getting employees together for meetings and social benefit is starting to emerge.

Let's look at how these megatrends of digital transformation, sustainability, de-globalization, and new working make us re-think managed corporate travel programs.

THE CURRENT TRAVEL ECO-SYSTEM DOES NOT MEET THESE **SHIFTS** IN THE WORLD



Travel programs have been frozen over the last two years of the pandemic, while organizations have accelerated the digitization of the rest of their internal operations by 3–4 years. When corporate travel hits its stride, employees will expect more than to be back where they left off, and so will the C-Suite executive team.

Corporate travel management has been operating in a largely disconnected and fragmented ecosystem.

Dependency on different tools and suppliers in the ecosystem means that corporate travel managers have lacked one consolidated picture when it comes to corporate travel – and have had to rely on many separate tools – limiting their ability to optimize their company's travel programs. The hotel market, which has 2 million suppliers (75% of which are independent), is also highly fragmented, and both supply and demand find it challenging to access one another in a scalable and automated manner.

And, **while cost saving was once the pivotal requirement within a travel program, there are now more factors in play, which adds complexity.** These include sustainability (pressure from all angles including carbon penalties), safety, security, and not least, traveler satisfaction. Building a program which incorporates all of these requirements in a robust, data-led and agnostic method can be challenging.

While companies are investing high effort in procurement, travel programs are not being utilized by travelers to their fullest potential, due to a lack of tight synergy between procurement and booking – plus, there is a lack of data and information to drive best decisions and ongoing improvements.

The common limitations in the existing travel ecosystem can include:



The **traveler experience** does not come first (During time of booking, travelers aren't always presented options which are best suited to the traveler or the corporation).



There is little or no **transparency**, and so often accuracy of rates go unchecked. Also, stay data is incomplete (invoice level data is mostly unavailable).



There are fewer opportunities for cost **savings**. Limited data intelligence means it is difficult to get the most accurate and detailed view of the travel program.

In summary, the travel eco-system which many corporations are relying on is a business model that doesn't always put the traveler experience or corporate requirements first.



HRS IS **REINVENTING** HOW CORPORATIONS STAY, WORK, AND PAY



HRS IS OPERATING IN THE NEW WORLD. WE ARE CHANGE AGENTS STRIVING FOR BETTER.

Our revolutionary end-to-end platform helps customers make data-led decisions, powered by our payment solutions and tailored to their goals – in the spirit of a service provider.

This allows them to choose the best places to stay and work from around the globe. For suppliers, the marketplace we're creating levels the playing field, offering equal buying power and access to valuable corporate customers.

HRS reinvents how organizations stay, work, and pay.

→ STAY

Creating the best hotel program for your business

→ WORK

Making it easier for businesses to find the ideal workspace

→ PAY

Removing nearly every manual step within the payment and expense process

We innovate with the customer in mind first, providing a marketplace that fully integrates via API into the travel ecosystem (yet is not dependent on it), while remaining entirely agnostic.

REMOVING COMPLEXITY. CREATING TRANSPARENCY.

With one end-to-end platform, connecting procurement to expense, we remove complexity while providing a digitally transparent process:

- **Enabling authentic, continuous cost savings** – not only across transient business travel, but also for meetings, groups and long stays, using one negotiated, bundled rate (bookable through a single, proprietary platform).
- **Delivering elevated traveler satisfaction** through personalized recommendations and frictionless travel.
- **Supporting sustainability goals.**
- **Ensuring Duty of Care** with security scores and clean and safe audits, while delivering a sticky travel program travelers love to use.
- **Providing smart data insights** for best decision making.

This is all delivered through process automation and supported by a consultative approach which frees up time for managers to focus on the strategic components of a travel program and deliver the best value to organizations and travelers. No more tactical manual work – not only do we do all of the legwork, our proprietary platform provides the flexibility for constant innovation driven by our customers' needs. That leaves you free to focus on the important stuff. In short, we help to shift your resource investment from operations to strategy.

Ultimately, HRS delivers a travel program on par with your organization's digital transformation, automation, and sustainability goals. A travel program that is appropriate for the seamless digital world we live in. A travel program powered by smart technology, designed with the future in mind, and in line with what travelers expect when they hit the road for real.

Be it meetings, groups, long stays or a simple stay, we strive to deliver the best accommodation solution for the best value with the best experience, driven by automation from procurement to expenses, and continually improving through whole-of-trip data insights, supported by a consultative approach.

CORPORATE TRAVEL VALUE DRIVERS





1 TRAVELER SATISFACTION

2 COST AND EFFICIENCY SAVINGS

3 A DECISION ENABLER

4 SECURITY, SAFETY AND SUSTAINABILITY

5 EASY TO INTEGRATE



1 TRAVELER SATISFACTION

HRS wears the shoes of our customers. Innovation is driven by customer needs and we always keep the end traveler in mind, delivering an elevated traveler experience through:

- **Hyper-personalization for best choice**, based on past booking and behavioral data of travelers and their peers. The best matches to a traveler's search are displayed at the top of the list, and are bookable with a single click. These behavioral data insights provide a continuous feedback loop for booking optimization, which continually delivers a better option for each subsequent trip.
- **Robust traveler review data**, which impacts the recommendations presented to the traveler.
- **Removing payment friction – the traveler only has to book and stay**. HRS Pay is there to make payment completely transparent to the traveler/employee, with a fully automated process ensuring 100% coverage of all travel and business expenses, so there are no more expense reports to file and no post-trip/post purchase effort required. The traveler can even avoid check-out, as HRS collects the invoice for processing.
- **One convenient place to book all of your work and stay needs**, including meeting spaces, groups, conventions, and long stays.





2 COST AND EFFICIENCY SAVINGS

- **HRS consults on the right strategy for your hotel program**, leveraging proprietary forecasting and benchmarking tools. We only buy what you consume and make sure we aren't building in any broad program assumptions.
- **We negotiate, select, manage and optimize thousands of hotels simultaneously through automation**, which ensures there is no bias.
- **Rates and perks are bundled together**, with convergence of transient, meetings and short stays.
- **Paper savings become realized savings through our booking technology** – HRS's patented Rate Filter checks the accuracy of uploaded rates, scans other OTA's to provide the best rates available, and rebooks if the rate drops after the initial booking.
- **Invoice level data (Level 3 data) provides total spend intelligence plus behavioral characteristics**. HRS Pay offers richer data and insights, saving countless hours of manual processing overheads and providing the opportunity to find new savings. Payment data loops back for continuous procurement optimization improvements.
- **HRS's negotiation power** is leveraged via Corporate Club Rates and Corporate Discounts.

3 A DECISION ENABLER

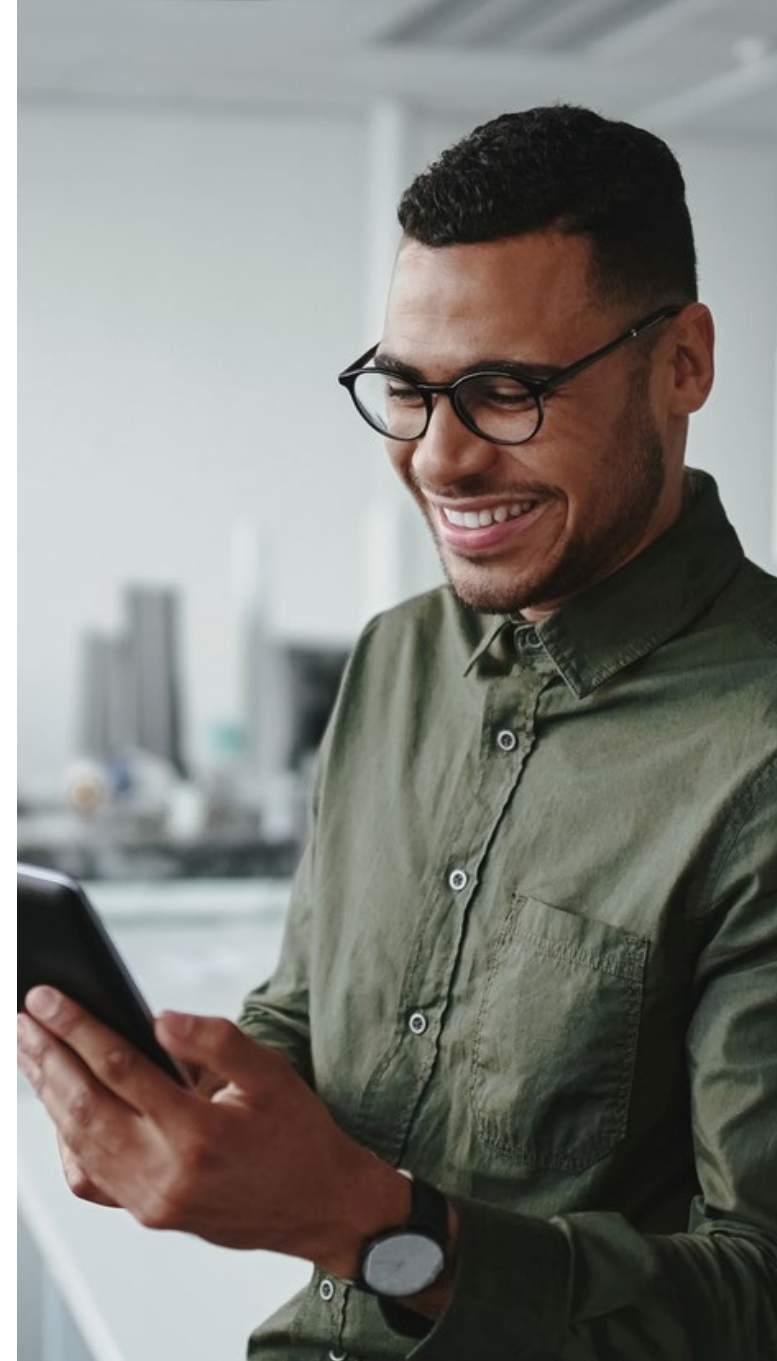
Combining the root cause of the program performance results with predictive data allows for the following:

- **Adjustments to the procurement strategy** for underperforming hotels.
- **Sustainable Procurement** – the Green Stay Initiative provides transparent and normalized data on listed hotel partners' sustainability in order to report, reduce, and remove carbon emissions.
- **The best rate to be reached faster**, through benchmarking (predicative analytics and market insights based on property level and destination level to get to market rate).
- **Delivery of the best traveler experience** – AI behavioral data drives traveler recommendations, while AI learning overlays company policy and rate caps/risk management.
- **Action on total cost of stay** (Level 3 spend data) to renegotiate with procurement strategy.
- **Delivery of full audit control** (we are the only company who can pick up end-to-end accommodation stay, reducing unnecessary spend and fraud).

REAL-TIME DATA INSIGHTS

Our unparalleled real time data allows the platform to be used as a decision support tool, by providing program performance insights and associated causes for performance and future predictions. Our data allows users to answer these questions and so make better decisions:

- How did the program perform against objectives, year on year, and against peers and industry lookalikes?
- What were the program performance drivers?
- What is likely to happen next that could risk the program?
- What should I do, based on all the above factors?



4 SECURITY, SAFETY AND SUSTAINABILITY

HRS delivers a best-in-class 5S-procured portfolio via any booking channel with an unbiased steering mechanism:

→ THE GREEN STAY INITIATIVE

provides transparent and normalized footprint data to support planning and delivery of the net zero roadmap on the corporate program.

→ DESTINATION SECURITY

provides normalized scoring on the overall security situation in a hotel's neighborhood, alerting travelers and travel management teams to the latest health and security developments that may affect them in their current (or booked) location. HRS's proprietary tracking solution allows clients to easily identify which travelers are in their current (or booked) location (e.g. to understand which employees need to be contacted in case of a safety compromise).

→ CLEAN AND SAFE

audited hotels with labels which indicate elevated COVID-19 hygiene standards displayed in the booking platform.

5 EASY TO INTEGRATE

HRS provides plug-and-play access to the entire global ecosystem, from booking channels consisting of all OBEs to TMCs, expenses and VAT reclaimers, and payment issuers, built on an agnostic and API-driven approach to integration and process enablement. Our data-led approach provides unparalleled transparency, creating a robust compliance layer for your accommodation strategy.

API integrations open a digital channel which enables companies to work together faster and more accurately – allowing two systems to exchange data without human intervention. Our API-first strategy ensures we have the largest integration network of hotel content sources, OBEs, payment schemes, expense providers and VAT reclaimers, which makes doing business with HRS easy. HRS can integrate with anyone – opening up our world to yours.

HRS offers best-in-class OBE integration (including Concur & Amadeus Cytric).

HRS is a multi-source engine. In addition to our direct connects, we have access to any lodging content via all available channels, such as chain central reservation systems, the GDS, and all relevant global and regional OTAs, such as booking.com, Expedia, Trip.com, Agoda and other regional OTAs:

- AI-based recommendations
- Rate audit
- Rate protection
- Automated rebooking service





THANK YOU FOR READING

GET IN TOUCH

Speak to HRS today to find out more about how we can help.