

# Case Study: Transformation of Travel Management Services for Prominent Financial Services Company

## *Background*

A prominent financial services company faced a significant challenge in managing their travel program efficiently during the uncertainties brought by the COVID-19 pandemic. Previously, the company had a full-time global travel manager, but due to layoffs in mid-2020, this role was eliminated, leaving a void in expertise. The VP of Treasury, though overseeing the credit card program, lacked specific knowledge in travel management. Seeking a solution, they approached Adelman Travel for help.

## **Challenges:**

1. Lack of travel management expertise
2. Inefficient credit card program oversight
3. Uncertainty due to COVID-19

## **Solution Offered**

*Travel Management as a Service (TMaaS):* To address these challenges, Adelman proposed a flexible and comprehensive TMaaS program. This program offered a range of services with varying levels of involvement, ensuring that the financial services company could choose the degree of hands-on assistance that suited their needs.

## **TMaaS Menu:**

1. Advisory role
2. Operational support
3. Strategic partnership

## Implementation:

Adelman's dedicated client success manager took on the role of a trusted advisor and management professional to the client, providing guidance and recommendations while leaving decision-making to the customer. His responsibilities included operational oversight and advisory services.

## Results:

1. Cost savings: Reduced expenses from \$175,000 for a full-time travel manager to \$25,000 for TMaaS services.
2. Efficiency and expertise:
  - Streamlined credit card program management.
  - Proactive monitoring and management during the uncertainties of the pandemic.
3. Strategic collaboration:
  - Continued advisory role in the evolving organizational structure.
  - High-level recommendations for program optimization.

## Conclusion

The TMaaS program provided the financial services company with a cost-effective, flexible, and expert solution to their travel management challenges. Adelman's advisor ensured that the company received tailored guidance while maintaining control over decision-making. The program's adaptability allowed for seamless integration with the new procurement team, demonstrating its long-term value in evolving business environments.