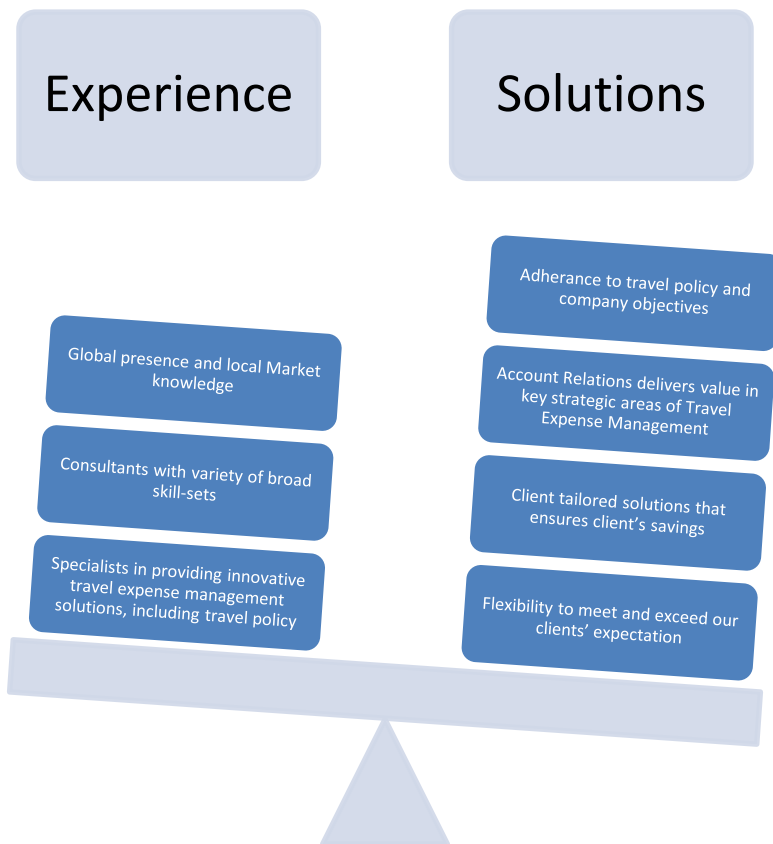


# Key Account Management

## The value of Account Relations



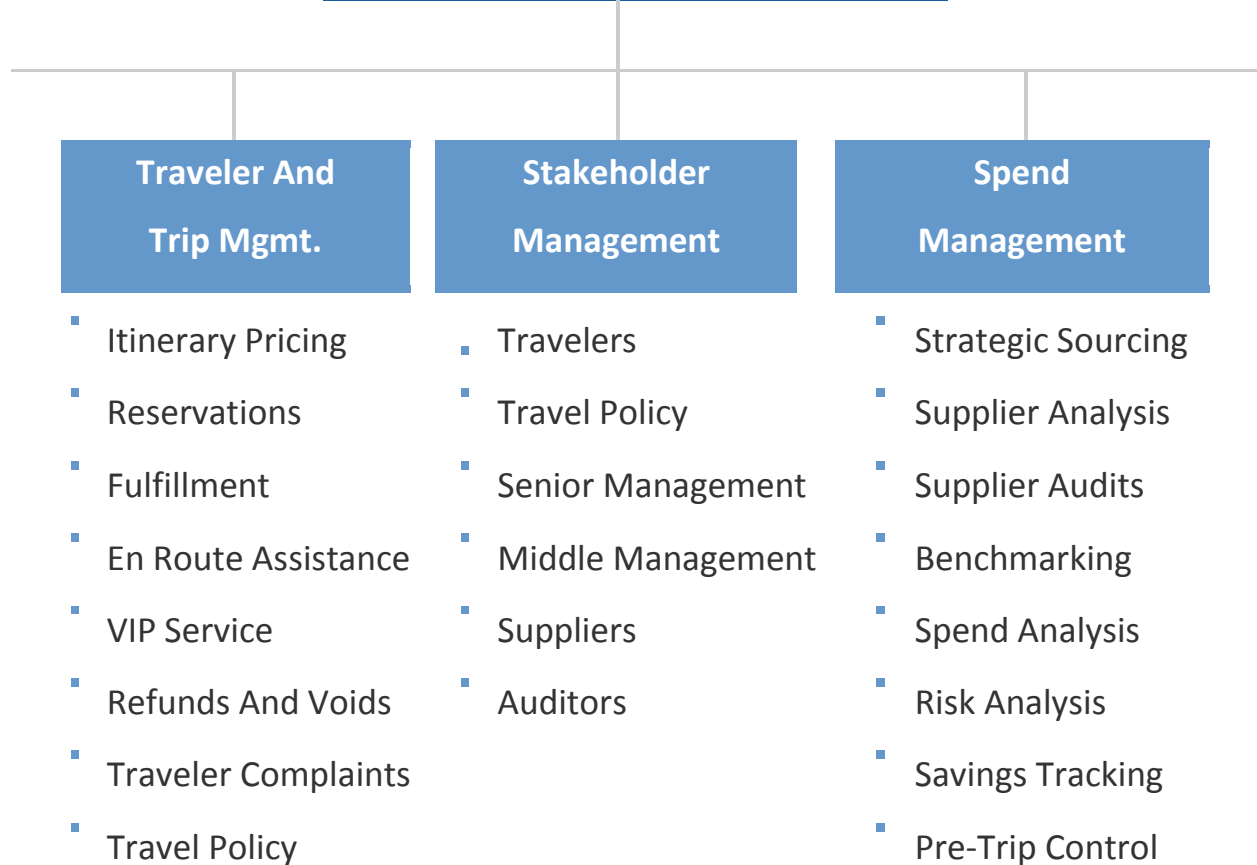
Key Account Management provides customer-focused service excellence to our top corporate accounts.

The process is structured to offer added value to our customers through systematic and competent management of all elements of the travel account.

It is an integrated process designed to optimize customer satisfaction and ensure continuous improvement of Kanoo Corporate Travel Services while building a long-term and fruitful business relationship.



## Kanoo Corporate Travel Management



# Account Relations delivers value

in key strategic areas of Travel Expense Management through;

Best practice consulting  
Saving opportunities  
Customised solutions

Analysis  
Strategy  
Supplier negotiation  
Contract review  
Performance tracking  
Benchmarking

## Key Account Management Activity includes

- › Analysing client travel patterns
- › Formulating supplier strategy through identifying key potential airlines and hotels
- › Building platform to facilitate successful negotiations with suppliers
- › Recommends preferred airline programme based on savings and client objectives.
- › Supply airlines and hotels with all necessary customer information
- › Track and measure preferred supplier programmes

# Savings Diagnostics

## Air Travel Diagnostics

### Why is this important?

Finding and capturing savings in your airline program is a significant and complex challenge. You need to know where the savings could come from, how long they'll take to secure and how much resistance you'll likely encounter from the travelers.

### What can we do for you?

- Find and quantify the potential savings across key areas of your airline program
- Summarize the results in a clear and concise manner – suitable for internal briefings

### How do we do it?

Our consultants analyze your air travel data in conjunction with information about your current travel program. We'll review the results with you and send you the output in ready-to-present format.

## Hotel Diagnostics

### Why is this important?

Traditionally there have been three main ways to save money in a hotel program: Increase the utilization of preferred hotels; negotiate lower rates among the existing quality of hotel suppliers; and/or shift travelers to a lower quality of hotel. Given the increasing practicality of using web-based hotel booking sites, there is a fourth savings method you need to consider: use web-based bookings to reduce the annual cost of developing your preferred hotel program.

### What can we do for you?

- Test the practicality of using web-based hotel booking methods for key segments of your program
- Estimate the likely cost savings of reducing the scope of your negotiated hotel program

### How do we do it?

We'll provide you a self-estimated hotel savings diagnostic tool, or our consultants will analyze your hotel data and provide you our estimate – whichever is more comfortable for you.

## Consulting Services

### Why is this important?

Managing the cost and effectiveness of a corporate travel program is typically a complex and time-intensive challenge. Most companies can benefit from our deep expertise, unbiased views, sophisticated analytical tools and superior responsiveness. If you're feeling pressed to deliver significant savings under aggressive deadlines, you should give us a call.

### What can we do for you?

- Strategic sourcing
- Spend analysis
- Savings diagnostics
- Benchmarking
- Custom consulting projects

### How do we do it?

We've simply found the right formula – combine exceptionally talented people with incredibly powerful analytical tools, focus constantly on client satisfaction and insist on maintaining an unarguably unbiased view. It simply works!

# Spend Analysis

## Why is this important?

We assume you don't have time to read through pages of line-item details; you want fact-based summary analysis combined with unbiased advice. You need fast and accurate responses to your ad hoc queries – handled by consultants who understand procurement-based analysis of travel data. In short, you need analysts who get it right the first time and present it clearly and concisely.

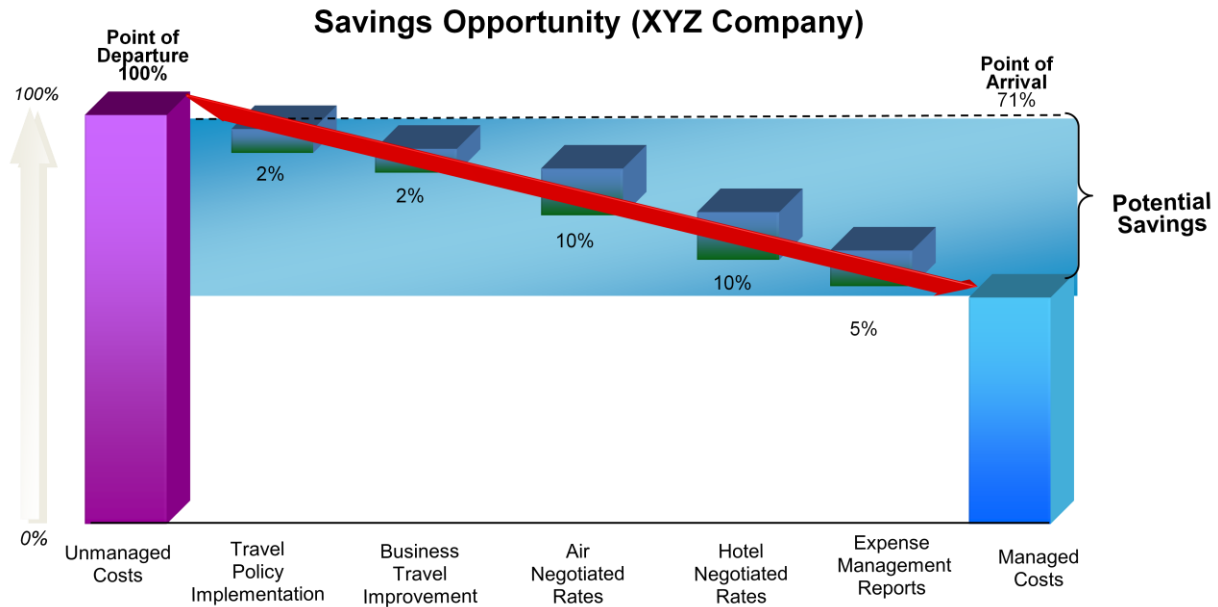
## What can we do for you?

- Track travel spending patterns to identify new negotiating opportunities
- Prepare monthly and quarterly executive reports
- Monitor compliance to each airline's goal set
- Track spend and realized savings against plan

## How do we do it?

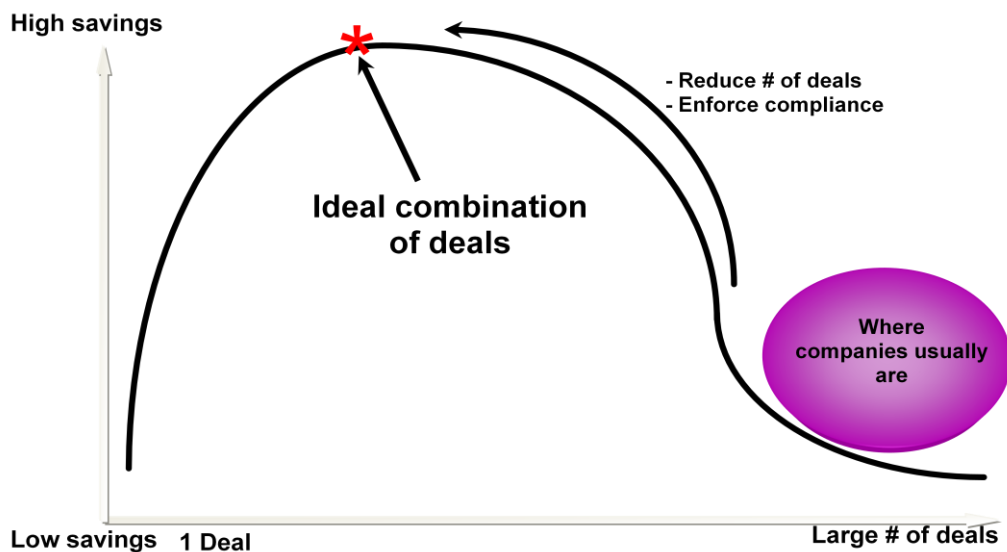
Our consultants have the analytical horsepower and category expertise to handle these tasks very efficiently – you won't need to explain something to us twice.

# Potential Savings by Focusing on Travel Management

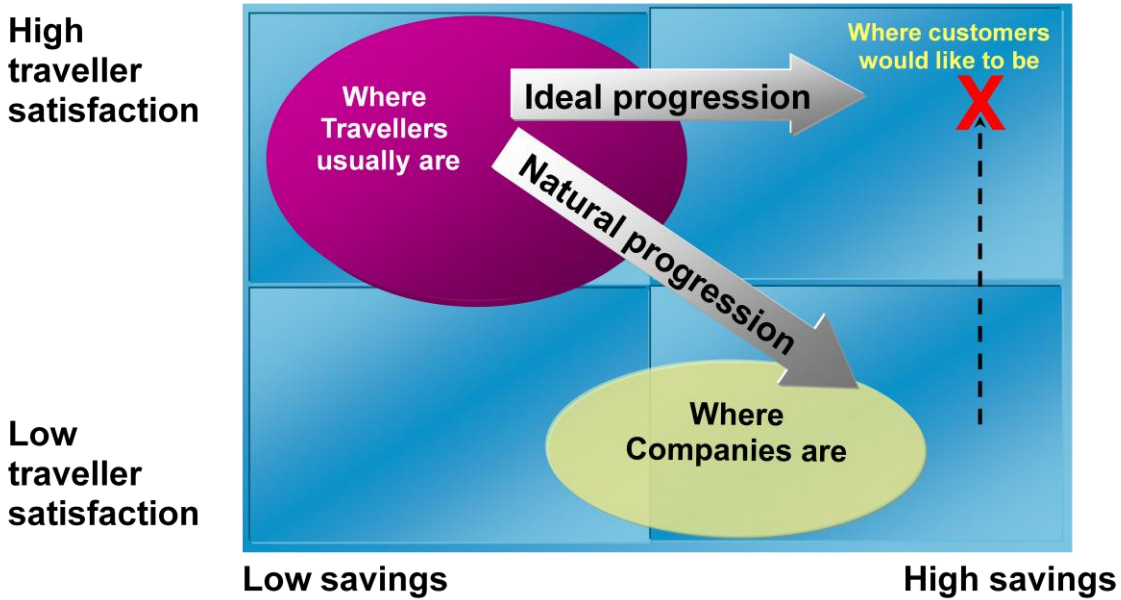


Source: Survey of Business Travel Management

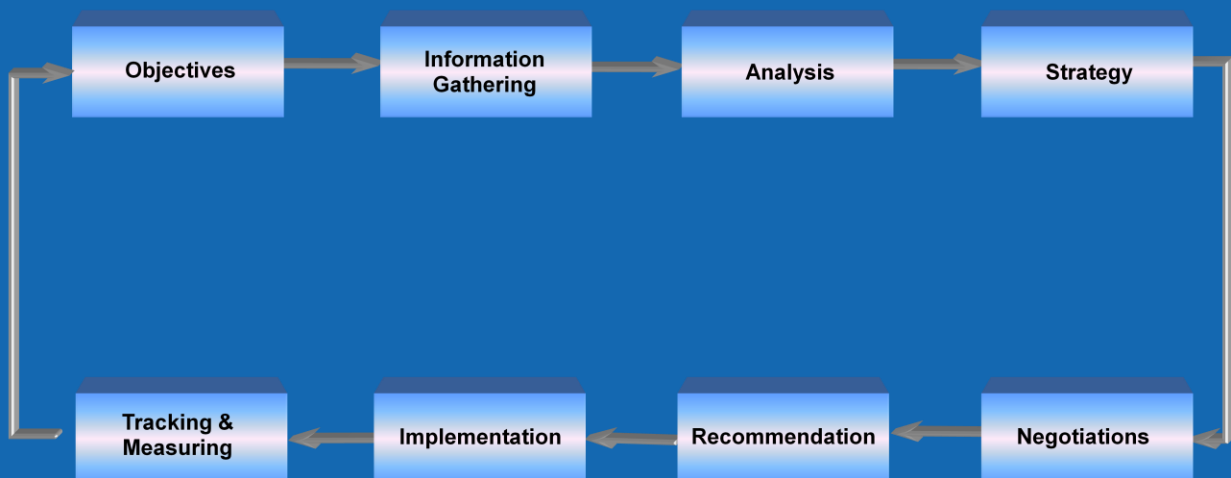
## Optimisation of number of deals



# Savings & Satisfaction



## Key Account Management Approach & Process



# Spend Analysis and Spend Management

## Benchmark Types

### CONSUMPTION MEASURES:

- Air Ticketed Activity - Tickets / Debits / Total Refunds
- Sector Class Of Service
- O & D Sectors/Tickets

### • SPEND MEASURES:

- Total Ticket Price
- Average Price/Ticket
- Average Price/O & D Sector
- Average O & D Cost Per Mile

### • SAVINGS MEASURES:

- Positive and Negative Savings

## Outcome

- Measure client's Spend against Internal/External Key Business Drivers
- Identify areas for Examination. ie. Travel Policy, Compliance, and Airline Negotiations
- Identify enhancement Opportunities in Travel Programme
- Identify Travel Trends
- Focus on opportunities for more financially attractive deals

## What is Spend Management?

Controlling your travel spend takes effort on many fronts. It's hard to constantly balance the need for traveler safety and satisfaction against the relentless pressure to reduce costs.

Spend management is what helps you find, capture and embed the savings in your managed travel program. It's the most analytically intense of the three major management responsibilities in any travel program.

No travel program can claim to deliver optimum savings without applying strong spend management practices.



## Reviews and meetings

- › **BRM: Business review meeting** Measures and monitors service levels on a regular basis and positions Kanoo Travel Services for future growth.
- › **Travellers' Forums and presentations** Establish and nurture personal relationships with travellers, as the end-users of American Express' and preferred suppliers' products and services.
- › **MIR review meetings** Provides assessment of the company travel spend and facilitates a relationship between MIR personnel and the customer.
- › **Service Level Agreement and Travel Policy review meetings** Monitor and communicate SLA and Travel Policy compliance.
- › **Supplier partnership meetings** Build strong long-term relationships with preferred suppliers, understanding their business and working to add value for customers.
- › **Supplier agreements review meetings** Provide added value to the customer by providing feedback and suggestions in conjunction with supplier partners.

# Supplier Audits and Analysis

Airline Suppliers	Hotel Suppliers	Rental Cars Suppliers
<p><b>Why is this important?</b>            Nearly half of your company's entire travel spend is likely spent on airlines. Airline contracts are complex, and increasingly carry punitive clauses for non-performance.</p> <p>The airline industry is undergoing structural changes, making it very hard to know if your current program is optimized for the greatest savings.</p> <p>Traditional travel agencies, the typical source of airline negotiating advice, have significant conflicts of interest that need to be neutralized before you rely on their analysis and advice.</p> <p><b>What can we do for you?</b></p> <ul style="list-style-type: none"> <li>■ Uncover all currently undiscounted spend</li> <li>■ Calculate the true economic value of your current contracts and the savings they generate</li> <li>■ Show you the discounts your program should be getting</li> <li>■ Measure the risk levels of your current goals</li> <li>■ Quantify the quality of your current and potential airline suppliers</li> <li>■ Test alternative supplier combinations for optimized savings, risk and supplier quality</li> </ul>	<p><b>Why is this important?</b>            Your company likely spends about 20% of its total T&amp;E spend on hotels. Travel managers spend a significant amount of time negotiating preferred hotel rates, yet only about half of a company's room nights are booked via the company's traditional agency.</p> <p>This leaves the other half in the unmanaged spend arena and nearly invisible to procurement analysis. Of those room nights booked by the agency at discounted rates, many are actually sold at a higher rate.</p> <p>Why? Because the negotiated rate was loaded incorrectly or the rate was not available as expected.</p> <p>The increased distribution of hotel product via web sites may be a viable sourcing option for some or most of your hotel spend.</p> <p><b>What can we do for you?</b></p> <ul style="list-style-type: none"> <li>■ Analyze the accuracy of your loaded hotel rates</li> <li>■ Measure the extent of unmanaged hotel bookings</li> <li>■ Test the availability of your negotiated rates</li> <li>■ Audit the accuracy of your agency's hotel bookings</li> </ul>	<p><b>Why is this important?</b>            Most companies spend about five percent of their T&amp;E budget on rental cars. While this is a fairly small amount of money for many companies, you should pay close attention to the liabilities and coverages involved.</p> <p>If you spend more than \$500,000 per year on rental cars you probably have enough complexities in your contract to warrant a careful analysis of your key rental car cost drivers.</p> <p><b>What can we do for you?</b></p> <ul style="list-style-type: none"> <li>■ Recommend qualified outside counsel who will provide a contract-specific liability risk assessment</li> <li>■ Analyze your key rental car cost drivers</li> <li>■ Estimate the likely savings achievable from changes in supplier pricing and traveler behavior</li> </ul>

**Key Account Management** is one of our four components of customer relationship management along with customer lifetime value, customer portfolio analysis and the relationship lifecycle.

Key Account Management is the relationship management mechanism that utilizes the value of trust in business relationships to achieve functioning relationships with you, our valued customer.