

Case study

Reuters



Reuters is the world's largest international multimedia news agency, with a reputation for speed, accuracy and independence.

FCm Travel Solutions has managed the Asia-Pacific corporate travel business of international news giant, Reuters, since 2005. Our seamless implementation in many of Reuters' regional centres has seen our partnership expand into more than 12 countries across the region. Personalised service, consistency and accountability have been the key drivers.

Who is Reuters?

Reuters is the world's largest international multimedia news agency, with a reputation for speed, accuracy and independence. It supplies news and information to media organisations across the globe, and to the financial services and corporate markets. Reuters has 15,300 staff in 89 countries, as well as 2,300 editorial staff in 189 bureaux serving 128 countries. Corporate travel is critical to Reuters' ability to break news, on-the-ground, as and where it happens.

What were Reuters' challenges?

While previously serviced by another global travel provider, Reuters' travel management across Asia Pacific was highly fragmented. With no single account director or point of contact, service levels and reliability varied from country to country and impacted overall regional accountability.

Reuters was specifically looking for:

- > improved service standards, consistency and response time across all countries in Asia
- > a single point of contact with regional accountability
- > high level account management supported by local account managers in each country
- > a personalised service, but at a competitive price
- > accurate and timely travel management data.

What solutions did we create?

Personalised service:

We hand-selected a dedicated FCm team, each an expert in their field or with responsibility at a senior level for their country.

Our team was well versed on the needs of Reuters as a regional corporate entity, as well as the sensitivities relating to each country's local requirements.

We also appointed a Regional Account Manager to ensure consistency of our service throughout Asia Pacific, and to give Reuters access to a senior, single point of contact.

Our Regional Account Manager was supported by dedicated Account Managers and teams delivering a localised, high-touch service to Reuters people in each area.

Solutions tailored to each country:

Our servicing offer was tailored to meet Reuters' requirement in every country. For example, in India they required an implant based within the Reuters office, while in Singapore and Hong Kong a VIP service was a must. In all cases our flexibility and sensitivity to the local cultural need was ensured.

Consolidated reporting:

Reuters required detailed, flexible and consolidated regional reporting, delivering benefits including enhanced accountability, immediate 24/7 traveler tracking, and benchmarking of hotel and airline deals.

Price competitiveness:

Despite the complete tailoring of our services, we structured our local pricing to ensure it remained competitive for the services we provided.

Why did Reuters choose us?

Flexibility and consistency across the region were among the key reasons, according to Reuters' sourcing manager Hong Kong, Mr Lapkee Hui.

"FCm Travel Solutions demonstrated the strongest ability to tailor services to our business and our travel needs at a competitive price," Mr Hui said. "Regardless of what our business needs in a particular country, FCm Travel Solutions adjusts their business model and services to make it happen for us."