



FCM

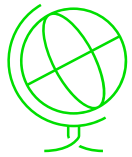
Case Study Slalom

Creating value in a managed hotel program

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Partnering with
FCM since

2018



Regions of trade with FCM
NA, UK, AUS & JP

2000

Travelers

Creating value in a managed hotel program

Slalom is a modern consulting firm focused on strategy, technology, and business transformation. In 39 markets around the world, Slalom helps its clients redefine what's possible and create what's next. Working with many well-known brands - including more than half the Fortune 100 - Slalom partners to define and deliver on complex initiatives that change the way businesses are seen and operated.

Slalom believes in driving amazing outcomes for its clients. FCM, with our vision to deliver amazing travel experiences, aligns with this very same mission — creating a beautiful partnership.

Designing a hotel program that employees want to use

Slalom wanted to create a hotel program that focused on the traveler experience but also optimized travel spend for Slalom's billable work. Their FCM Account Manager saw the opportunity to introduce Slalom to the FCM Consulting team who immediately sought to better understand the needs and goals that the Slalom travel management team envisioned.

The hotel program needed to include key hotel properties that Slalom had strong historical partnerships with but also incorporate new properties that delivered value and comfort to their employees. FCM Consulting kicked off the project by first

analyzing the data and mapping out the consultative process of building the new traveler focused hotel program. They identified key areas of opportunity to reduce cost, increase coverage within key markets and build in value-added amenities into the negotiated rates.

Over a period of a few short weeks, the RFP process was completed in alignment with the goals that had been set out by the Slalom team. FCM Consulting assisted to finalize, contract, rate load and audit the new hotel program as it was launched out to the traveler population.

Cost savings despite a pandemic

FCM Consulting were able to save Slalom an additional 12.1% off the BAR rates. This generated a savings of over \$67K in the first 6 months of 2020, despite the pandemic severely restricting travel. The FCM team, together with FCM Consulting, were able to support Slalom drive adoption of their preferred hotels where lower rates were negotiated.

“FCM Consulting delivered savings and expertise key to the development of a lodging strategy that worked best for us.”

SARA SATTERLEE
TRAVEL MANAGER

Value can always be found in a great partnership

Managed hotel programs can often be seen as an annual burden or not worth more than a few negotiated hotels and a chainwide discount. FCM and Slalom together have demonstrated that when a real understanding of traveler needs is explored, and a partnership is cultivated, a better traveler hotel program and cost savings can be delivered.

\$67,775

Total savings

44%

Preferred coverage

1,551

Room nights

12.1%

Bar savings