

# Dominate your travel data.

4 ways to improve reporting, analytics, and control.

**SAP** Concur

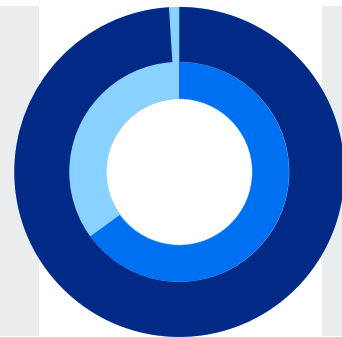


# Here's what you're up against.

As a business travel leader, you fully understand the challenges of balancing traveler expectations, safety, compliance, and overall travel costs in an environment of everyday upheaval. And you might take comfort in knowing you're not alone.

**65%**

of travel managers say their role is just as or even more stressful than it was last year.\*



**99%**

believe their job will be even more challenging in the next 12 months.\*

What's at the heart of these challenges? Your fellow travel leaders cite three key factors:



**Inflation** – increased costs for the same travel **(41%)\***

**Traveler Safety** – in areas becoming increasingly hostile to marginalized groups **(38%)** and protecting against illness or natural disasters **(38%)\***

**Sustainability** – finding more environmental travel options **(37%)\***

Add in industry changes like service segmentation and unstandardized, unpredictable pricing models, and running a travel program becomes even more challenging.

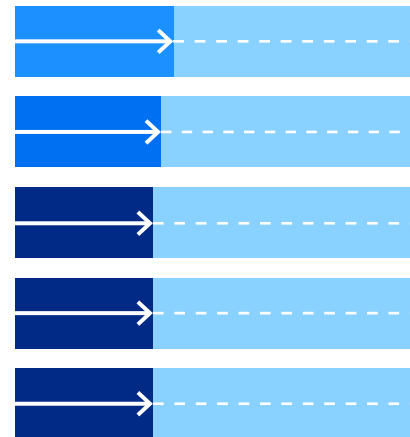






# Is your data helping or hurting?

Data you can't get to or dig through is data you can't use. And according to **98% of travel managers**, lagging data and analytics are impacting the ability to do their jobs effectively:



**39%** say it's affecting traveler safety\*

**38%** say it delays reporting on travel emissions\*

**37%** say it impacts compliance with regulations and industry standards\*

**37%** say it makes it difficult to set budgets\*

**37%** say it's harder to update travel policies\*

## The Travel-Data Dilemma.

Accurate, timely data is key to solving these challenges, and providing analysis on ROI, ESG, and regulatory compliance. But you're a travel leader, not a data analyst.

So how do you build your travel-data-analytics capabilities and confidence?

**Follow these four best practices.**

# 1.

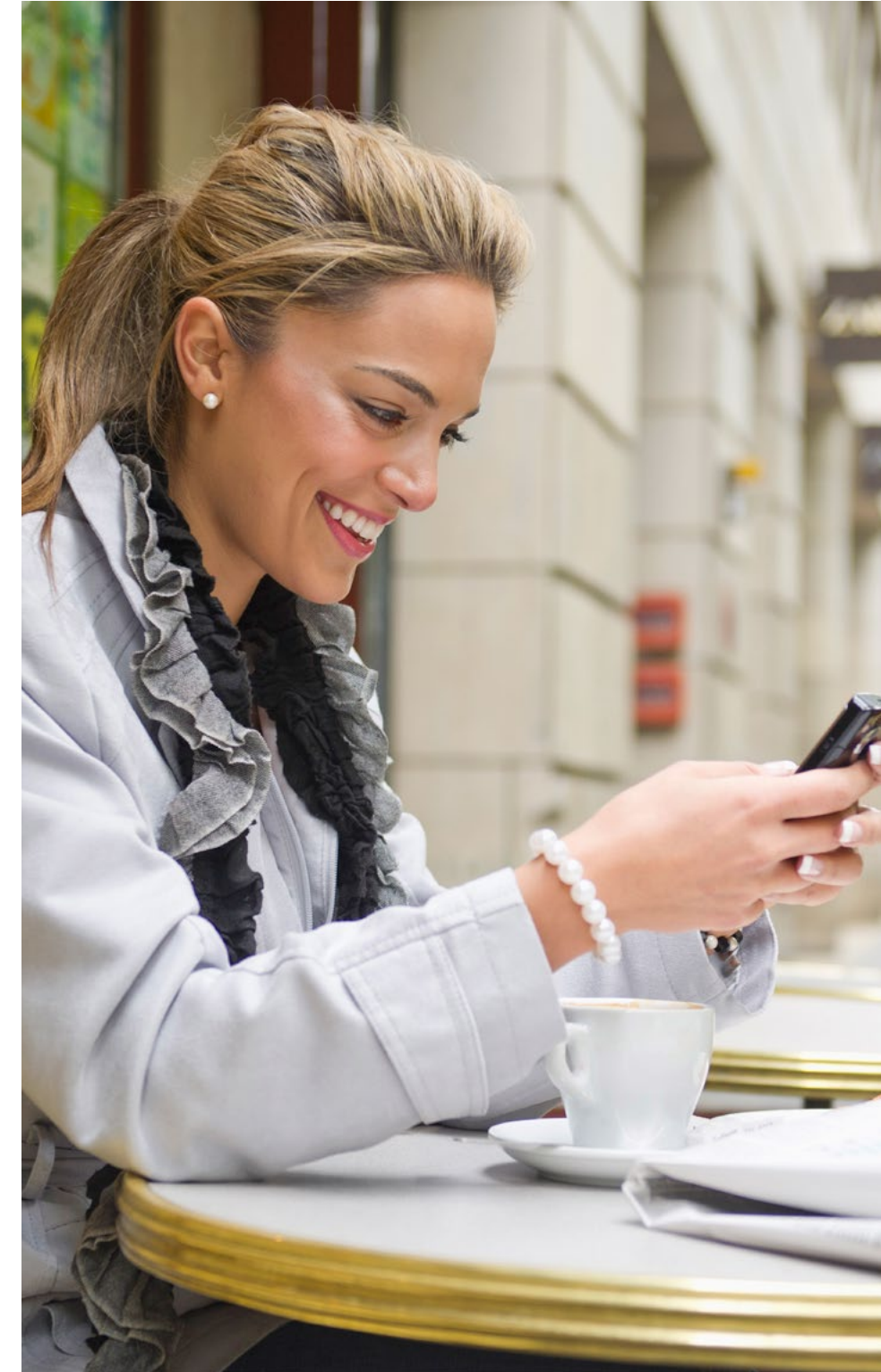
## Take control of your own data.

It's common for travel leaders to heavily rely on travel management companies (TMCs) and suppliers for travel data and analytics. Their insight is valuable, and you should be using it. But that's only part of the picture

TMCs don't have your full expense data, and they can't show you what they can't see. Suppliers also do their best to show you what your business has spent with them, but how can they really know every employee of yours that walks through their doors? And how can they catch every dollar, yen, and euro every one of them?

Getting all your data for all these sources is critical to creating a complete, accurate picture, and to do so, you need to:

- Connect all your expenses and travel-booking data.
- Capture the right fields in your booking process and on expense reports to get precisely the data you need.
- Capture travel bookings made directly with suppliers – and outside your booking tool and TMC.
- Make sure this data is always up to date and instantly accessible.





# 2.

## Set a higher standard for your analytics and intelligence tools.



Pressure-test the tools you have or those you're considering, and ensure they make it simple to get sophisticated analysis. They need to answer your questions, and they should be designed for travel spending by experienced travel experts. Look for:

- Intelligent reporting and analytics that come standard with turnkey reports and dashboards – highlighting key travel metrics, while allowing you to slice and dice your data your way.
- Systems using AI to the fullest – proactively delivering analytics and insight to guide not only booking decisions, but your decisions about everything from supplier strategy to negotiations.
- Expertise to guide you – the opportunity to collaborate with reporting specialists to help you analyze data and build reports, as well as refine data-and-reporting strategies and metrics.

# 3.

Don't stop  
with spending.



Sure, you have to focus on cost and transaction data, but travel is so much bigger than budgets. It's imperative that your data and data strategy also allow you to:

- Track and report progress toward sustainability, DE&I, and social responsibility goals.
- Measure and support employee safety and duty of care – including the ability to track, locate, communicate with, and retrieve employees caught in crisis.
- Capture employee sentiment, so you can gauge traveler well-being, satisfaction with your program, and perspective on policies.

# 4.

## Dig into critical topics.



Average ticket prices and room rates are key metrics, of course, but they can only take you so far. When you dig deeper and demand more of your data, you can tackle topics like:

- **Booking channels** – understand what portion of travel is booked through your TMC, your booking tool, or directly with suppliers, so you can adjust policies, training, and tools, then point travelers to the top options.
- **Spend and vendor details** – examine issues like average costs for flights, hotels, and meals, to create policies that balance spending goals, the employee experience, and company culture.
- **Mileage** – create benchmarks and track potential transportation savings. For example, if an employee drove a personal car to the airport, and the mileage reimbursement came to \$100, compare that to the average Uber or taxi ride for the same trip and adjust accordingly.
- **The dreaded “other” expense category** – get visibility into travel spending you might be overlooking by shedding light into this catch-all category.
- **Cash or personal card transactions** – find out why and where employees are not using their corporate cards, so you can reduce compliance risks by adjusting policies and training, driving more spend to corporate cards, and strengthening supplier negotiations.
- **Meeting spending** – see if you have multiple employees in a specific city at the same time, and determine if it’s a meeting, why they’re meeting, etc. Doing so will allow you to build processes that better manage these expenses.
- **Employee well-being** – find out if employees are traveling (and are away from home) after hours and on weekends, if they’re crossing too many time zones, or if they’re stuck in economy class on flights over six hours. All of these things negatively impact well-being.



# Taking control takes the right tools.

SAP Concur solutions are here to help you build a travel program that's built on data. They're here to help you:

- Take control of your all your travel data by integrating all your bookings from across channels with expense transactions, mileage data, and even meetings information.
- Access and understand that data from every angle with turnkey intelligence tools built for travel leaders.
- Use data to transform your travel program into a driver of safety, sustainability, and social responsibility across your organization.
- Dig into the underlying issues affecting everything from cost control to compliance to employee health.

To get started, [check out this overview](#) of SAP Concur travel data and reporting solutions. Then [talk to your SAP Concur expert](#) for more information.