

Corporate Travel Management

AMR

AMR OVERVIEW

AMR serves more communities and customers than any other private ambulance service provider in the nation. But more importantly, AMR's employees serve their local communities on a personal basis, as part of the community where they live and work.

With more than 17,000 paramedics, emergency medical technicians (EMTs), nurses, doctors and support staff, AMR brings the strength of a national company to personalized care.

SUMMARY

AMR gained significant savings and enhanced service through the successful implementation of online booking, more sophisticated travel management practices and unique technology. TravelFocus's dedicated account management – to manage the implementation and travel program – as well as the commitment/support of AMR's senior management are key to AMR's travel program success.

IMPLEMENTATION

AMR experienced high support from employees because:

- 1) Program was already consolidated so that hurdle had been overcome
- 2) Strong support from senior management

Employees continued to embrace the program because of a solid training plan including:

- 1) On-site orientation at AMR HQ: how to use online tool and how best to work with TravelFocus
- 2) Orientation via Web casts for regional employees
- 3) Easy to understand training/orientation materials
- 4) Online technical support for follow-up questions/training

AMR achieved a seamless program transition with:

- 1) Detailed implementation plan, with agreement by TravelFocus implementation team and AMR travel manager
- 2) Defined roles, responsibilities, deliverables and timelines
- 3) Designated travel administrator for each region
- 4) Cooperation at incumbent agency

KEY SUCCESS INDICATORS

- Online adoption starting at 50 percent and continuing at or above 40 percent (Note: Beyond the initial online booking drive at implementation, there has been no concerted effort to increase adoption, though this may be a future initiative and would drive greater adoption levels.)
- 37 percent reduction in average airfare, from \$548 to \$347
- Implementation of point-of-sale and soft dollar airline ticket discounts/programs
- Saved an average of \$19.60 per transaction in the first six months from reduced agent-assisted and online transaction fees
- Increased management of unused non-refundable tickets: reduced banked tickets by \$27,450 or \$10.56 per transaction
- Increased visibility of unused refundable tickets not canceled by travelers, saving more than \$18,000 or \$6.92 per transaction
- Enhanced management reporting highlighting:
 - Travelers with high reservation change statistics
 - Advance booking patterns
 - Travel policy violations

"Our average ticket price has gone from \$548 to \$347 and we have saved thousands on the hidden costs of travel."

Valerie Gaither,
AMR Travel Manager

"Thanks very much for selecting and implementing something that actually makes my life easier."

Oscar Vasquez,
AMR Traveler

CASE STUDY