



About Red Bee Media

Red Bee Media is a world-leading media management company providing technology and creative solutions that helps channels, broadcasters, content rights holders and brand owners reach and engage with their audiences in traditional and innovative ways.



The Task

Red Bee Media wanted to appoint a travel management company that could provide a 'one stop' travel solution that would increase the efficiency and cost effectiveness of its travel management programme.

Red Bee Media approached Gray Dawes with three key objectives:

1. Move away from using multiple suppliers for its corporate travel management and consolidate all its travel requirements through one travel management company.
2. Ensure adherence to its travel policy by implementing greater internal and external controls on who and what can be booked.
3. Streamline processes and drive down costs



The Solution

Gray Dawes was appointed in 2009 to provide a comprehensive travel service to Red Bee Media with both online and traditional booking channels. Its range of management information provided visibility of spend, while the authorisation process, introduced at the point of booking, provided inbuilt control, ensuring adherence to corporate policy. These, combined with the introduction of a lodge card to eradicate the administration of expense claims, successfully streamlined processes and, as a result, drove down costs.



The Result

The intensive online booking training that was provided to thirty bookers at Red Bee Media over four days was instrumental in achieving high online adoption rates (in the region of 80%) The training was delivered on a face to face basis in-house at Red Bee Media's offices and was tailored specifically to the needs of the bookers, using relevant examples and case studies.

As a result of these excellent adoption rates and stricter compliance to its travel policy, Red Bee Media's overall costs were reduced, delivering savings of £109,000 over a 12 month period.

"Since appointing Gray Dawes in 2009, Red Bee Media has reaped the benefits of consolidating its travel spend through one travel management company. Gray Dawes has delivered an excellent service, with increased policy control through both its online and traditional booking channels, which in turn has enabled us to drive down our costs. Thank you Gray Dawes."

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