



Customer success story

Why 98% of Zeb's travellers use Egencia's online booking tool

Zeb is a European consulting company headquartered in Germany with 1,000 employees and 900 travellers. In the wake of the COVID-19 crisis, they've encountered unpredictable travel patterns that make it more challenging to plan strategically. And as travellers get back on the road more often, they're facing disruptions that can make business trips frustrating. Thankfully, Zeb is leaning into its partnership with Amex GBT Egencia (Egencia™) to find solutions for both company and travellers alike.



Company Snapshot

- Leading strategy, management, and IT consultancy for the financial services industry in Europe
- Headquartered in Münster, Germany with 1,000 employees throughout Europe
- 900 active travellers



Overview

Using Egencia's online tools to provide right fit solutions

"The COVID crisis basically changed everything," says Christian Spieker, head of corporate services for Zeb. Which sums up the situation of post-pandemic travel quite well. From a strategic perspective, Spieker, who oversees the company's travel management, feels like he's flying blind at times.

"Our travellers are much more flexible in what they're doing now, so it's harder to predict what's coming up and what their needs will be," says Spieker. "The whole world has changed in this respect and is still changing. So that's a big challenge for me."

That's where Egencia's online tools come in.



Travel manager

"We don't force people to use Egencia's online tools, they just love to use them. That's the trick to achieving a high 98% online adoption of the Egencia tool."

Christian Spieker

Zeb Head of Corporate Services



Travel programme needs

- Strong online self-service tools
- Flexibility and choice
- Analytics and insights



Challenge

How to empower the company and its travellers amidst fluctuating conditions

As Zeb's consultants returned to travel after the pandemic, they found that the landscape had changed. Disruptions like delays and cancellations had become the norm which, Spieker says, left travellers feeling frustrated.

Something else had changed too. The needs of Zeb's clients had shifted as a result of pivoting their business models and workforce during the pandemic. And Zeb's consultants were exploring ways to meet those new needs. This left Zeb's travellers with schedules that fluctuated more frequently—in terms of where they needed to be, when, and for how long—and made it difficult for Spieker to predict future travel patterns.

The challenge is, travel can't just stop for Zeb.

"Travel is a big part of our growth strategy," says Spieker. "People need to come together, they need to communicate, the teams need to meet to work on projects and develop new products. So even though travel is changing, it will always be an important part of our company strategy."

So Spieker leaned into their partnership with Egencia to support their 900 travellers in ways that truly meet their needs, while shedding light on seemingly unpredictable travel patterns through data-based insights and account support.



Why Egencia?

- Intuitive online tools that appeal to digital natives
- Innovative ways to equip travellers to make informed decisions and solve problems on their own
- Analytics Studio and solid support from an account manager



The challenge

- COVID-19 changed everything
- Travel disruptions were impacting morale
- Unpredictable travel patterns made strategic planning a challenge

The ease of use and audience fit has led to a sky-high online adoption rate of nearly 98%



Solution + Success

Spieker found that Egencia's set of innovative online tools and knowledgeable account management was the combination he needed.

"We are a highly digitalised company and have young people who are very adept at new technologies," says Spieker. "They just love the Egencia features because they're very easy to use. So for them, it's much easier to use the online tools."

That ease of use and audience fit has led to a sky-high online adoption rate of nearly 98% for Zeb's travel programme. "That's basically the trick. We don't force people to use the online tools, but they just love to use them."

The Egencia app has been a boon for Zeb travellers when it comes to booking and rebooking on the road too. "The app is highly used," says Spieker. "Everything they did before directly with the airline, hotel, or an intermediary—rebooking flights, rebooking or cancelling hotels—they're now doing online. And that works very well for them."

So well, in fact, that travellers had very few complaints—even with dynamic schedules where disruptions became common as the travel industry rebounded. "All in all, we didn't hear much from travellers in our feedback channels. And no news is good news in this case," says Spieker.

Another thing both Spieker and Zeb travellers love about Egencia is the way its innovative technology empowers travellers to make informed choices that are best for both the company and for personal needs.

Solution + Success

One great example is Egencia's new [dynamic hotel rate cap feature](#). "It's a great feature we implemented last year," says Spieker. When travellers are booking a hotel, they'll be informed of lower priced options elsewhere (due to seasonal or regional price variability).

"It's not mandatory they book the cheaper option. They just need to confirm that they've read about it." That way travellers have the big picture when making a decision about booking their hotel. "This visual guide works extremely well. We've saved quite a bit of money using this feature."

Another big win? When Zeb travellers book online through Egencia, all the data is captured and harnessed for Spieker to analyse with his Egencia account manager. "We have a very close relationship with our account manager. We meet up at least every month to review our numbers using the Analytics Studio and benchmark against other clients, which is great."

Which means as Zeb travellers are taken care of on the road with the Egencia app, Spieker and his account manager are behind the scenes finding ways to make the travel programme even better. Spieker says that with Egencia, "We can see where we stand, what we can work on, and continually find ways to improve."



Learn more

Hear from Christian Spieker, head of corporate services, when you [watch this video](#).

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