

CASE STUDY

HOW ADDISON LEE HELPED A MULTINATIONAL LAW FIRM IMPLEMENT A GROUND TRANSPORTATION PROGRAMME THAT ACHIEVED POLICY COMPLIANCE, COST SAVINGS, WHILST IMPROVING OVERALL USER EXPERIENCE AND SATISFACTION.

Overview

With multiple suppliers and leakage, our client experienced the typical challenges associated with fragmented ground transportation services:

- Lack of supplier accountability
- Effort intensive operations/management
- Process failure e.g. employees using high-cost executive suppliers for - late night working - office to home commutes
- Lack of data transparency
- Safety and security concerns
- Poor user confidence and experience
- Financial losses caused by inconsistent pricing and Matter Number inaccuracies/omissions

The client looked to us for a **best in class solution** that fostered trust, drove compliance, increased efficiencies and enhanced and supported their business.

Approach

Delivered by a specialist team, we utilised our consultative approach, GTAS (Ground Transportation Assessment and Service Design) to understand the requirements and design and deliver a solution.

Solution

By introducing Addison Lee as sole provider, utilising our London fleet (of Standard, Executive and Black Taxi's) supported by our Network Partners for national and international services, the client was able to significantly reduce the number of suppliers. Further to this, by implementing our all in one platform solution and digital booking tools for their users, we were able to offer our client:

- ✓ Supplier accountability with fully auditable provisions (i.e. Information security)
- ✓ Delivering significant savings and efficiencies
- ✓ Thorough onboarding process directly via HR Feeds with front end data capture and authentication of Matter Numbers
- ✓ Consistent user experience Booking and Services

CLIENT PROFILE

- 🌐 Multinational global law firm
- 👤 >5,000 employees globally
- 📍 London Headquarters
- 🚗 >£500K spend on ground transport services for UK travellers

- ✓ Rules based allocation e.g. short journeys allocated to Black Taxi's, late night working rides allocated to standard fleet
- ✓ Transparent and accurate data, reporting and analysis



Results

Successful implementation realised:

➡ COST SAVINGS

- Efficiency saves
- Policy compliance saves
- Full and simplified VAT reclaim
- Accurate and effective onward client charging

😊 IMPROVED USER EXPERIENCE

- Multi-channel booking (Web, App and Phone)
- Consistent and safe service
- Stress free-expensing/billing
- Experienced Account Management and 24/7/375 support

✓ PROGRAMME COMPLIANCE

- Established and enforced policies, - aligned with Travel Policy
- Data security
- Accountability



As Account Manager, working in partnership with our client, taking a consultative approach to design, build and deliver a solution that met their requirements, whilst exceeding expectations, has been paramount to the success of our enduring relationship."



Conclusion

A 'best in class' solution supporting the delivery of service excellence, simplified management, improved processes and contract assurance.

Additional benefits realised:

🔌 FLEET ELECTRIFICATION

Reduction in carbon emissions associated with ground transportation, through utilisation of Addison Lee's zero emission capable fleet.



PRISM Capabilities

Delivering enhanced controls and compliance:

- ✓ Introduction of dashboard reporting, unlocking data
- ✓ People management, ability to add and remove employees easily
- ✓ Policy builder, flexibly implement new or amend existing policies
- ✓ Fully customisable settings
- ✓ Transparent customer service feature

Take control of your ground travel.

