



Customer Success Story

CHRISTOPHERSON

B U S I N E S S T R A V E L



5

LOCATIONS



400+

EMPLOYEES



100+

DOMO USERS

“ There is nothing out there that is as robust of a reporting tool as Domo that can take dynamic travel data and display it in real time to the people who make business travel decisions. ”

Josh Cameron

Strategy and Corporate Development | Christopherson Business Travel

Organization:
Christopherson
Business Travel

Location:
Salt Lake City

Year Founded:
1953

Website:
www.cbtravel.com

Industry:
Travel/Hospitality

Persona/Buyer:
Sales

Christopherson Business Travel is a travel management company, specializing in travel technology, AirPortal®, and superior customer service. Ranked as the 11th largest business travel agency in the US by Business Travel News, Christopherson operates from five full-service locations and has booked more than \$600 million in travel in 2016 for more than 900 companies and organizations across the country.

Notable Data Sources:



Google Analytics



salesforce



AirPortal®



SurveyMonkey



AGRESSO



JIRA

Before Domo

Christopherson builds its own proprietary business travel software, AirPortal®, but with millions of transactions flowing through its systems at any given moment, the company wanted a way to aggregate the data in a real-time dashboard to provide clients and internal employees better insights into how they are spending their travel budgets.

- Needed to bring together data from multiple sources and inputs
- Looking to consolidate the business reporting structure



"We want to get a lot of rich data into the hands of our account managers who interact with our customers. With Domo, they can do quarterly and annual reviews and share cards with customers in a much more sophisticated manner that we've ever done before."

After Domo

Christopherson rolled out Domo to its account managers to share custom cards with its clients related to their spending and travel habits, which helps customers make better decisions, improves the overall customer experience and increases the quality of travel analytics offered. Instead of using a basic travel management reporting system, clients can now access rich data they wouldn't be able to get anywhere else except through Christopherson and Domo. Clients have visibility into average booking rates for the airlines, car rentals and hotel chains that employees are using and detailed metrics that allow for consolidated reporting. Christopherson can then take that data and help negotiate discounts with vendors on behalf of its clients, which can lead to savings for clients and increased customer loyalty.



"Domo helps us provide data on spend by vendor so we can help a client understand who's traveling on which airlines and why they should be traveling more on a preferred airline because there could be a consolidated rate that we've negotiated. If we can provide that real-time data to a customer and point out the number of people they had fly on non-preferred airlines, they can realize missed savings opportunities."



"Our COO loves that he can build a chart or a card that has the same surface level data, but then drill different paths. He could take something like total spend by client and then break it down by traveler, vendor, or department—all three of which are powerful to be able to drill into a particular client based on their travel spend."



"There are a lot of customers out there who are begging for the ability to interact with their data in an easy, effortless manner, and none of the tools work. Domo really helps us with that—we have made a more impressive product together."

Results

Christopherson now has the resources to make sure its technology is being used correctly by its employees and customers and can present each client with a fuller view of their business travel data. Executives and account managers have a better view into client travel spend and can deliver more value on the product, and clients can better understand travel data and trends to more fully take advantage of Christopherson's offerings.