

HOW STRÖER TOOK THEIR TRAVEL MANAGEMENT TO A NEW LEVEL & INCREASED THE ONLINE ADOPTION TO **94%**



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“With HRS, we have managed to create data transparency at all levels of hotel procurement as well as significantly simplified the booking & payment process. This increases employee satisfaction, program adoption and ensures strategy-compliant behavior.

STRÖER

Industry: Media, Outdoor advertising

Employees: 13,500

Revenue: 1.63 Billion € (2021)

CHALLENGES

- No unified and digitized processes in hotel procurement
- Insufficient data transparency

SOLUTIONS

- HRS Stay: Creating the best hotel program for your business.
- HRS Work: Making it easier for businesses to find the ideal workspace & meeting room.
- HRS Pay: Removing nearly every manual step within the payment and expense process.

RESULTS

85%

Spend
Coverage

7,5%

Savings

94%

Program
Compliance

MAIN GOALS

- **Adoption**
- **Compliance**
- **Spend control**
- **Cost reduction**
- **Operational efficiency**
- **Spend visibility**
- **Traveler satisfaction**
- **Sustainability**

MAVERICK BOOKING WAS A CHALLENGE

Ströer, one of Germany's leading media companies with around 13,500 employees and over 300,000 analog and digital advertising offers, was facing several challenges

- creating transparency along the travel processes, (especially for hotel bookings), as well as simplifying and standardizing booking processes. In the past, there was a booking system in place, but employees often booked their hotel stays outside the managed channels, so Ströer had little overview of the costs incurred and no control over expenses.

STRÖER CHOOSES HRS AS TECH SOLUTION PARTNER TO RELAUNCH TRAVEL MANAGEMENT IN THE HOTEL SECTOR

Ströer was looking for a solution that would give them comprehensive visibility and control over their costs while ensuring traveler program compliance. The solution also needed to be user-friendly and create value for travelers to increase adoption and ensure compliance.

Ströer selected HRS to optimize travel management primarily because of its integrated end-to-end platform solution, data-centric approach, and its own commitment to putting the traveler experience first.

STRÖERS SUCCESSIONS WITH THE HRS END-TO- END PLATFORM →

INCREASED ADOPTION AND COMPLIANCE THROUGH A PERSONALIZED AND SIMPLIFIED BOOKING & PAYMENT PROCESS

With HRS, Ströer enables its employees to have the best possible travel experience. Travelers can book the most appropriate, available accommodation for their next business trip at the best price with just a few clicks. By combining negotiated rates and the HRS multi-source approach, Ströer ensures that the best possible offer in terms of availability and price is always displayed. As a result, there is no longer need to search and book outside Ströer's managed booking channel.

By using virtual credit cards, Ströer takes the experience for their travelers to the next level. The hassle of paying, waiting in line at the front desk to check out and collect the bill as well as itemize it in the expense tool belongs to the past thanks to a fully automated process. All manual steps are eliminated, thus eliminating errors that would require costly corrections by the accounting department afterwards. HRS also provides Ströer with a consolidated view of booked and realized spend to maximize procurement results and reduce program risks.

97%

Digital
Payment Adoption

92%

Automatically
corrected invoices



STRÖERS PROGRAMM PRIORITIES & RESULTS

45%

of all booked room nights by Ströer employees are in sustainable hotels (Green Stay certified.)

87%

of booked room nights by Ströer employees are in Clean & Safe certified hotels along hygiene standards.

77

All Hotels Average Security Score - Ströer employees stay in secure destinations

8,4

All Hotels Average Satisfaction Score - Ströer employees search, book and get the hotel quality they expect.

7,5

Ströer has already achieved 7.5% cost savings.

INCREASING EMPLOYEE SATISFACTION BY ADDRESSING NEW TRAVEL REQUIREMENTS

Not only for Ströer itself, but also for more and more of its travelers, aspects such as sustainability, safety, quality and hygiene are becoming increasingly important. Through the HRS Procurement Platform, Ströer can already take these relevant criteria into account in their procurement strategy by prioritizing hotels with relevant indicators. Accordingly they are ranked higher in the search results during the booking process.

Ströer also enables employees to book meeting rooms for events quickly and easily using the self-service solution HRS Work. This can also be used by Ströer for New Work offers in future.

GENERATING SAVINGS THROUGH CONTINUOUS OPTIMIZATION AND COMPLETE DATA TRANSPARENCY

HRS' end-to-end platform enabled Ströer to consolidate and analyze spend, booking and payment data along the entire process, from purchasing to expense reimbursement, and to continuously optimize the program. This makes it possible to identify deviations from the procured program, check supplier performance in terms of compliance and availability of the correct rates, and quickly adapt the program to changing market trends, booking behavior or new targets. By showing the traveler only available rates and from this mix the cheapest, Ströer was able to achieve significant savings.



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