



WHITE PAPER

# Why Qualtrics chose Cerebri AI to Build a Data-First Travel Program, Delivering Real-Time Insights and Financial Precision.

- October 2025

# Executive Summary

The way companies approach travel is being redefined.

This white paper explores how Michelle Amos, Associate Director of Travel, Expense and Corporate Cards at Qualtrics, is partnering with Cerebri AI to transform their Travel & Expense (T&E) program. By implementing Cerebri AIQ's data engineering and AI modeling platform, Qualtrics is building a holistic, data-driven strategy that delivers greater value, enhances traveler satisfaction, creates "purposeful journeys" aligned with their strategic goals, and incorporates AI into its core programs.

## Corporate travel is at a crossroads.

The corporate travel landscape is evolving rapidly, facing a perfect storm of record-high costs, retiring experienced professionals replaced by a new generation of employees with different expectations, and the advent of AI shaking the industry to its foundations.

For a forward-thinking company like Qualtrics, navigating this new landscape requires moving beyond outdated practices and leveraging technology to solve deep-rooted corporate travel data problems once and for all.



“Your corporate data isn’t just information... it’s your competitive edge. The leaders in today’s marketplace are those transforming complexity into clarity and insights into action.”

The qualtrics.<sup>XM</sup>

# CHALLENGE

## Economic Pressures

Airfares and hotel rates are at all-time highs, increasing the pressure on companies to control costs without sacrificing quality or team member well-being. Preferred programs are being scrutinized for value like never before.

## Human + AI Collaboration

The travel industry stands on the verge of AI transformation. From booking efficiency to policy design and employee engagement, AI is redefining how travel is managed.

## Trusted Data

Fragmented travel data across bookings, payments, and expenses creates duplication and obscures the real cost of travel. Unified, accurate data is essential for informed decisions and the successful adoption of AI-driven solutions.

## Productivity

With constant change placing greater demands on teams, travel managers are under mounting pressure to boost productivity and adapt quickly.

## Reimagining Traveler Experience

AI is redefining business travel through hyper-personalization, aligning each journey with both individual preferences and corporate priorities. Organizations embracing this shift will outperform in talent attraction, retention, and employee satisfaction.

**Forward-looking companies like Qualtrics are taking advantage of next-gen AI solutions to elevate their program and solve problems that cannot be addressed by legacy technology.**

# The Cerebri AI Solution

**Data-Driven Value** is a streamlined and strategic way for Travel, Expense and Corporate Card managers to address these challenges, Michelle Amos at Qualtrics invested in Cerebri AIQ's data engineering and AI modeling technology. Her strategy was built on the foundation of one word:

## RESULTS

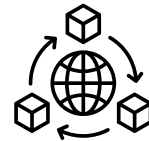
Her strategy delivers **RESULTS** through three core pillars: **RESULTS** for the Organization, **RESULTS** for her Customers (aka employees) and **RESULTS** for her Suppliers.



Organization



Customers  
(aka Employees)



Suppliers

**“Cerebri AI provides the cost transparency and insights we need to make strategic financial decisions — optimizing our spend, driving cost avoidance, and enabling us to reinvest in our business for continued growth.”**

### Michelle Amos

Associate Director of Travel, Expense and Corporate Cards | Qualtrics

## #1 – Holistic T&E Management

Before Cerebri AIQ, understanding our true travel spend was a challenge. Now, we can track every transaction and uncover patterns that were previously hidden. With this clarity, we're updating our corporate meals policy and strengthening how we manage travel expenses overall. The accurate data we now provide to FP&A and managers helps shape smarter policies, increase compliance, and drive meaningful savings—ultimately improving the travel experience for our people.

Moving forward, reliable data is going to be the foundation of leading-edge T&E programs deployed by companies like Qualtrics. Unreliable, inaccurate & incomplete data is no longer acceptable. It can be difficult to sift through hundreds of data points, scrubbing data to finally arrive as numbers that are actionable. Additionally, Travel, Expense and Corporate Card managers can spend hundreds of hours matching data. Taking away valuable time they can be using on developing and executing strategies that drive RESULTS.

Qualtrics views its program as a single, comprehensive T&E ecosystem. One of the goals to achieve business results by understanding the total cost of a trip—not just the flight and hotel, but also meals, entertainment, and other expenses. Cerebri AIQ makes this possible by automatically aggregating and reconciling data from all sources, including TMC bookings, corporate cards, and expense reports, on a global basis. Through the reconciliation function, Cerebri reconciles the double and triple data points that occurs when a single trip is booked with a corporate card and later expensed, ensuring a single source of truth for all spending.

**Cerebri not only captures on-program travel spend** but also combines it with off-program transactions from expense reports. By synthesizing all costs, travel, meals, entertainment, and more, the true cost of each trip becomes visible for every employee.

Travel, expense and corporate card managers face issues when it comes to contract performance. Do they have the data needed to quickly identify contract terms that can be optimized? The format of Cerebri's data empowers clients to monitor their contract performance. Whether a customer is looking for opportunities with their airline contracts or corporate card contract optimization.

## #2 – Purposeful Journeys

Adopting a “Purposeful Travel” philosophy transforms business travel into a strategic driver of connection, impact, and growth. By aligning travel with authentic purpose, beyond revenue and routine, organizations can strengthen culture, engagement, and loyalty. This approach not only enhances employee satisfaction but also supports retention and trust, avoiding the burnout that can result from restrictive or impersonal travel policies.

**Purposeful travel** creates deeper connections, stronger engagement, and lasting business impact.



**“The role of a travel, expense and card manager is to deliver results – do more with less.** However, this can become tricky when you look at the experience of the employee traveling. Our employees are our customers. Focusing on their CSAT scores is an important metric. As an example, this is difficult to achieve as with airfare and hotel rates at all-time highs, how do you balance the customer experience and driving a cost-avoidance result? Travel policies can contribute to stress and burnout and even things such as candidates accepting a role at Qualtrics or employee retention. Restrictive policies can signal a lack of trust and a disregard for team member well-being. Having dynamic data, gives visibility to areas where a balance of **RESULTS** for the business’ bottom line and traveler satisfaction can be achieved. The financial impact of policies can be evaluated and additional education to employees regarding the why behind the policy. They say knowledge is power. Employees who understand the **WHY** tend to have higher compliance and satisfaction scores.”

### Michelle Amos

Associate Director of Travel, Expense and Corporate Cards | Qualtrics

## #3 – The Future with Agentic-AI

GenAI and large language models (LLMs) are rolling through the economy and their impact on corporate travel will be more extensive than just booking travel. For instance, building on its powerful data foundation, Cerebri is now rolling out Cerebri ASK, an agentic AI solution for travel managers.



### **TMC, card, and expense data are notoriously difficult to manage.**

Fragmented systems and inconsistent reporting make it a major drain on time and efficiency. Often times, I am asked for detailed data that requires multiple data sources to be cross-referenced, just to be able to provide summary level data. This time would be better spent adding value through working on strategic projects such as contract negotiations, additional traveler engagements, continuing research of best-in-class programs and ways that we can creatively optimize the program. Having all these questions, and more, answered using one source of truth, the Cerebri AIQ data repository, is a total relief, delivers answers in minutes, not hours.

One aspect of managing our programs that I am focusing on is continuing to drive value-auditing of our airline and hotel contracts. We love Cerebri AIQ technology that allows us to monitor our contracted airline fare class discount based on true availability at the time of purchase. Airline contracts in particular can amount to thousands of discounts for each O-D, all with multiple fare classes per cabin class. This data will allow us to have more strategic conversations with our suppliers and identify opportunities where we can negotiate deeper discounts and ways to share-shift to improve our target market performance with our partners.

"I'm excited to start using Cerebri ASK. We were an early partner in shaping this agentic solution. It's exactly the kind of technology travel managers need, using quality data to drive better decisions and real results. For example, if a hotel outside our preferred program is consistently popular, we can quickly adjust our strategy. Cerebri ASK will also save valuable time. What once took hours to analyze will now take minutes."

### **Michelle Amos**

Associate Director of Travel, Expense and Corporate Cards | Qualtrics



**Cerebri AI** was the only data provider in the marketplace to provide actualization, engineering and visualization data. It is this combination of data that will empower us to **move forward**.

**Michelle Amos**

Associate Director of Travel, Expense  
and Corporate Cards

qualtrics<sup>XM</sup>

# Conclusion

By embracing a data-first approach with the Cerebri AIQ data engineering and AI modeling platform, Qualtrics is not just managing expenses; it's creating a modern travel program that is resilient, strategic, and centered on its people. This partnership demonstrates that by solving the fundamental data problem, companies can unlock enormous value, turning their travel program into a true driver of business success and employee satisfaction.

**Accurate, reliable data is the foundation for improving our travel and expense program.** When taking a step back, the T&E data challenges impact multiple departments: FP&A, Accounting, Internal Audit to name a few. In addition to the travel team, these teams can spend hours a month sifting through data. Cerebri's solution will gain immediate support because it solves the data struggles for multiple teams and provides benefits across the organization.

With real-time hierarchical data, managers can now oversee spending more effectively, align budgets with strategy, and make smarter, purpose-driven decisions. FP&A also benefits from real-time visibility, enabling more meaningful conversations with stakeholders and faster course corrections when needed.

By clearly showing each group the "What's In It For Me," we secured early alignment and momentum. The improved data also provides a foundation for new initiatives—such as Virtual Cards—that streamline processes for AP and Treasury, ensure vendors are paid on time, and increase returns through our card rebate program.



## Michelle Amos

Associate Director of Travel,  
Expense and Corporate Cards

qualtrics<sup>XM</sup>

 [Michelle Amos](#)

Michelle Amos is a global travel leader with deep expertise in travel program optimization and management. She has spent time on both the supplier and buyer side. She was a Program Manager at Egencia, supporting their marquee global accounts; during her time there she leveraged data-driven insights to improve performance and outcomes for her customers. In March of 2020, she joined Smartsheet as their Global Travel Manager. Currently she is the Associate Director of Travel, Expense and Corporate Card at Qualtrics. Michelle was originally hired as the Associate Director of Travel at Qualtrics and her responsibilities quickly expanded to encompass Expense and Card. During her time, she has transformed the travel program by increasing savings by 110%, implemented a corporate card program and restructured the expense department.

Michelle is an active leader within the business travel community. Beyond her role at Qualtrics, she serves as President of the GBTA Chapters Presidents Council (CPC) and sits on the ProcureCon Travel Advisory Board, contributing her expertise to advance industry standards and best practices.

## Company Profile

# qualtrics<sup>XM</sup>

**Qualtrics** is recognized as a pioneer and global leader in the **Experience Management (XM)** software category, enabling organizations to systematically understand and improve the critical moments that define their business. Evolving from its roots as an advanced online survey platform, its cloud-based XM Platform now functions as a comprehensive system for capturing and unifying feedback across all key areas: customers, employees, products, and brands. Utilizing **AI-powered analytics**, the platform converts this diverse data from various touchpoints into clear, predictive insights and targeted recommendations, allowing companies to deliver better human experiences at scale.

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**Year Founded**

2002

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**Headquarters**

Provo, Utah &amp; Seattle, Washington (U.S.)

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**Employees**

~5,200

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**Clients**

Serving ~20,000+ organizations globally

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**Focus**

Emphasis on AI, agentic AI, and real-time feedback systems

