

Danfoss

One world, one agency, one online booking tool

One travel agent and one online tool - and world-wide if you please. The Danish Danfoss Group plans to introduce cytric by i:FAO in 13 European countries. Travel bookings have been online in Germany and Austria since 2004: the online rate is now 80 percent.



Everybody knows Danfoss. Ever since this Danish company invented the radiator thermostat in the 50s. What started out in 1933 with the production of one valve for a refrigeration plant has since developed into a true global player: Danfoss now has a workforce of 17,500, of which 13,800 in Europe. This Danish company produces technical products for heating and refrigeration equipment at 56 facilities in 20 countries. Current sales: almost Euro 2.2 billion. Danfoss is headquartered in Nordborg/Denmark and has nine locations in Germany.

Danfoss travel management in Germany started looking into online booking options in response to some airlines slashing their commissions and travel agents increasing their charges to compensate: it became glaringly obvious that electronic booking methods could save money. "We took a long hard look at online booking," remembers Doris Dworaczek, Travel Manager at Danfoss in Offenbach am Main.

And while it was at it, the group also looked at their purchasing costs. Since 2002, "Maintenance, Repairs and Operations" (MRO) has been focussing on the costs of production and buying of services, with no

exceptions. With which objectives? To cut down the number of suppliers and simplify processes. A travel-project panel within the MRO came to the conclusion that in the future all travel services should be sourced from a single travel agent service provider, coupled with online booking to avoid high handling fees. On top of which, these climate technology experts wanted to implement an online booking system which guaranteed preferred use of low-cost carriers as a further aspect of cost cutting.

Doris Dworaczek is responsible for the MRO project group in all EMEA countries. Her task covers not only travel but also procurement of furniture, office sundries and services. It didn't take long to pinpoint a travel management service provider. Headquarters in Denmark had been cooperating with TQ3 for many years and "the experience was good", reports Doris Dworaczek. So TQ3 became the new central partner for Danfoss. Danfoss and TQ3 checked out several online booking systems and ultimately went for cytric from i:FAO. "It is straightforward, user-friendly and very widely available," is how Doris Dworaczek justifies the decision. However, the Travel Manager also thinks cytric has some way to go before it is globally viable.

In February 2004 Danfoss kicked off its online booking trial with a test group at the Vienna and Offenbach office. "A very successful trial," says Doris Dworaczek. The tool was very well received by the staff. The results of a follow-up survey were so encouraging that the decision was taken in summer 2004: Danfoss would introduce cytric nationwide in both countries. Half-day training sessions at TQ3, on site introductory sessions in

Vienna and web training at i:FAO brought the Danfoss travellers up to speed in the system. Cytric has since been introduced successfully in twelve other Danfoss countries in Europe, with two exceptions: in Denmark some staff still use an in-house order system, while cytric can't be introduced in Poland because neither Amadeus, Galileo nor Sabre are available, only Worldspan. However, Doris Dworaczek emphasises that booking via cytric in other countries is "much less expensive" than the traditional ways. The long term plan is to introduce the online booking tool world-wide, although, Europe aside, decisions as to where which system makes most sense are still open.

The most heavily frequented route for these thermal experts is from Frankfurt to Hamburg, where staff jump into a rented car and hurry up to headquarters in Nordborg/Denmark, near the German border.

At the present time Danfoss does not yet book its Deutsche Bahn rail tickets via cytric. Similarly, hotel reservations and car rental providers are also often accessed directly on their websites by staff members. The Danes let staff decide themselves about booking online: Some departments have Travel Arrangers, others let staff members log in to the system directly. Danfoss has not introduced any compulsion or even gentle persuasion to go online. And despite this, the company has already achieved an adaptation rate of around 80 percent. And while no target has ever been set for acceptance, Doris Dworaczek is still "very happy" with the results.

Contact:

i:FAO Group

Clemensstrasse 9
60487 Frankfurt am Main
Germany

Telephone +49 (69) 7680-5500
Fax +49 (69) 7680-5555
eMail info@ifao.net
www.cytric.info