

Case Study and Report



Case Study : Corporate Travel Decision-Makers Study

Objective

To understand corporate travel procurement trends and drivers of vendor selection and to identify opportunities for a new AI-enabled travel booking solution.



200 travel decision-makers across
Fortune 1000 companies in North
America and Europe.

- CATI surveys covering booking policies, pain points, and satisfaction with current travel providers.
- Case-based scenarios to evaluate openness toward AI-driven booking tools.
- Cost-benefit sensitivity analysis.

Approach

- Verified corporate directory-based recruitment.
- Minimum criteria: manages >USD 2M annual travel budget.
- Cross-validation with secondary data on corporate travel expenditure.
- 10% respondents recontacted for consistency check.

Quality Control

- 65% decision-makers cited cost control as their top priority.
- Interest in AI tools was strong if cost savings >10% could be demonstrated.
- Fragmentation between booking platforms created opportunity for a consolidated solution.
- Client refined product messaging to focus on efficiency, compliance, and measurable ROI.

Outcome

Get in Touch



sales@perigonresearch.com , rfq@perigonresearch.com



+91-8800712961



Bhutani Cyberpark, Sector 62, Noida – 201309



www.perigonresearch.com