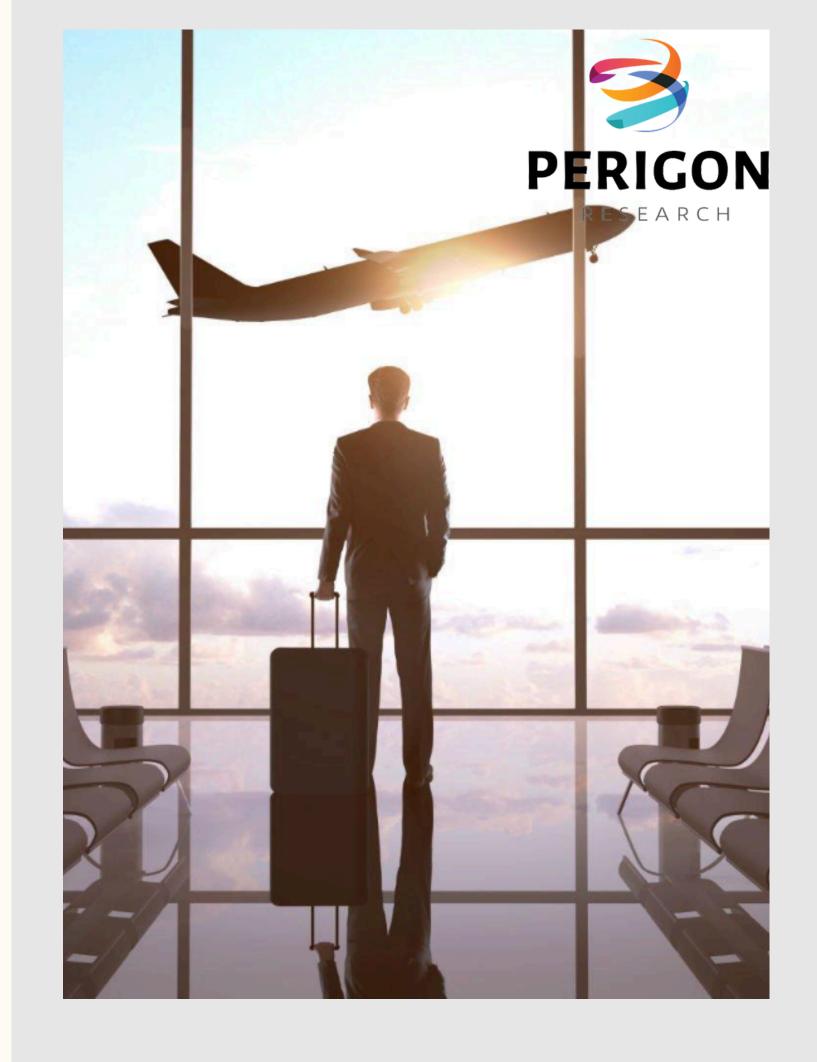


Case Study and Report

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 Al-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 Al-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 Al 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





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