



General Mills

CASE STUDY



General Mills partners with Emburse to enhance corporate travel

As a global enterprise with more than 34,000 employees, General Mills continuously looks for ways to enhance employee experience. Identifying corporate travel as an area of opportunity, the travel and expense team launched a new T&E program built on three pillars—simple, safe, and savvy.

Rex Heineman, Global Travel & Expense Manager, led the initiative. “We were focused on adopting innovative T&E solutions to simplify travel for our employees and enable them to be safe and savvy while on the road.” Key to the new program was implementing an easy-to-use travel companion application to support global employees before, during, and after business travel. Customization was top of mind, both in terms of corporate branding of the app and the ability to target contextual messaging.

Heineman and team took to the market to explore options and identified Emburse Go Premier as the superior choice to address their needs. “There are a lot of travel apps out there, but they are very limited in their capabilities. There’s no other mobile travel companion app that offers the type of customized messaging and branding that Emburse Go Premier provides.”

Travel Companion App Requirements

- Propel simple, safe, savvy T&E strategy
- Support enterprise requirements
- Offer customization capabilities

Why Emburse Go Premier

- Easy for travelers to use
- Centralized global T&E experience
- Customized branding and messaging



General Mills makes food the world loves. The company is guided by its strategy to drive shareholder value by boldly building its brands, relentlessly innovating, unleashing its scale, and standing for good. Its portfolio includes household brands such as Cheerios, Häagen-Dazs, Pillsbury, Betty Crocker, and more.

Industry: Manufacturing

Employees: 34,000+

Customer since: 2021

Products: Emburse Go Premier



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REX HEINEMAN
Global Travel & Expense Manager





Emburse Go Premier improves traveler experience, drives compliance

General Mills leveraged Emburse Go Premier to create a custom-branded, traveler-centric app. “Our brand is very important to us, and we wanted to provide our employees with a consistent, familiar experience by customizing Emburse Go Premier as much as possible. Branding the app gives our travelers comfort knowing that this is a tool they should be using as General Mills employees,” says Heineman.

The greatest benefit to employees is the simplicity and ease of use. According to Heineman, Emburse Go Premier is a one-stop shop where travelers can find everything they need to feel safe, supported, and well-informed. “Emburse Go Premier is categorized in a very intuitive way. It’s customizable to our locations and the information we want our employees to know. It links to our online booking tool, expense system, travel policies, and provides local maps and safety information in one central place.”

From a corporate travel perspective, Heineman says Emburse Go Premier helps General Mills drive compliance in real-time. “There are many opportunities with the app from an expense perspective. Emburse Go Premier allows us to communicate with travelers on the road and remind them to make purchase decisions within policy.” General Mills plans to customize its app messaging further, targeting individuals based on past purchases, travel behaviors, and expense data.

Emburse Go Premier also allows General Mills to gather feedback from travelers to identify opportunities to enhance their T&E program, negotiate better vendor rates, and further optimize the employee experience.



Emburse Go Premier makes travel simple, seamless, and not time-consuming so our employees can focus on their main job—manufacturing, selling, and marketing our products.

REX HEINEMAN
Global Travel & Expense Manager

About Emburse

Emburse is the global leader in spend optimization. Our expense, travel management, purchasing and AP, and payments solutions are trusted by 12 million business professionals, including CFOs, finance teams, and travelers. More than 18,000 organizations in 120 countries count on us to deliver positive financial outcomes. We humanize work.