



# 5 Ways Emburse Go Adds Simplicity to Business Travel

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# Easing back into travel

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Organizations could spend millions sending their valued employees on the road for a multitude of reasons. At any one time, staff would be attending conferences, delivering a pitch, servicing a product, or closing a deal.

Then a pandemic crippled business travel for most. Digital highways became the preferred traveled paths. In-person was deprioritized in favor of virtual for its safety and ease. Thankfully, the rebound has begun. GBTA forecasts a global recovery by 2024, where spend is predicted to reach \$1.48 trillion—surpassing 2019’s pre-Covid spend of \$1.4 trillion.

As business travel regains its momentum, forward-thinking organizations have begun embracing investments in vastly improving the overall experience of their road (and air) warriors. Part of their investment strategies seeks to address not only why your staff hits the road but how.

**Featuring insight from Emburse’s complex, multinational user base, this ebook concentrates on a critical element of any enhanced travel program: simplicity.** We’ll explore five benefits to travel management underpinned by tools, like Emburse Go, designed to make life easier for everyone, whether they’re on the road or supporting from the office.





## 01. Reduce clicks

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It seems small, but by reducing the number of clicks and taps it takes to book a reservation or check-in, you **begin saving minutes every trip—and hours every year.**



### MINUTES MATTER. CLICKS COUNT

KPMG understood its business travelers were more likely to choose online and self-service channels that are intuitive, easy to use, and allow them to interact seamlessly with vendors. They wanted to do the same for their corporate travel.

**In the corporate travel marketplace, we were clear that the clunky tools and dinosaur solutions of the past are dead.**

**Raquel Hefferan**

*Director Travel and Strategic Sourcing, KPMG*

“As a professional services company, our number one priority is saving time, and that is always part of the equation when correlating ROI.” For this reason, KPMG closely tracks its business travelers’ activity for insight into how employees spend their time.

“We are driven by tracking time spent on every activity. Every single minute wasted is time that could be invested in a client. Every minute matters and every click counts,” Hefferan adds.





## 02. Decrease complexity

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Streamline the traveler's journey by curating only essential information, **eliminating the complexity, and simplifying post-trip expensing.**



### WHY PAY MORE FOR A PAINFUL PROCESS?

One of the major trends that have shaped business travel due to the rise of the internet and mobile, employees have increasingly started to demand the seamless experience they have when traveling for leisure.

**It is not that business travelers want to replicate the consumer experience; they just want the simplicity of interfaces and the interactions that are common to consumer-facing tools.**

**Steve Clagg**

*Travel Technology Manager, Microsoft*

Corporate travel management differs from organization to organization, and operates within a wider, fragmented ecosystem that evolves rapidly. Regardless of where travel management finds a home, the program's magicians constantly work with an array of outside suppliers for corporate travel management including hotels, airlines, and ground transportation. With each additional vendor included, the process for planning a trip is further compounded.





## 03. Share insights

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Encouraging employees to share valuable insights from their journeys reduces stress for fellow travelers while **uncovering money-saving opportunities and promoting community.**



### LEARN FROM TRAVELERS' TRIPS

Every city has its secrets. Your travelers have the firsthand know-how to unlock them for others who may follow.

Apps like Google Maps or Bing are fantastically capable of directing them from point A to B. However, you lose out on the human experience of travel by following directions alone.

Those experiences can lead to savings as time-cutting routes are shared, cost-trimming dining choices are identified, and helpful local practices are a tap of an app away.

Streamlining every aspect of travel management makes a communal mentality achievable. And when everyone's on board, the results can be miraculous.





## 04. Minimize confusion

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Complicated compliance policies lead to major headaches for your travelers and finance team. Embedding what travelers can (and can't do) within **the app helps make the right choices accessible for everyone's benefit.**



### MAKE POLICY PART OF THE PLANNING

Although changing consumer behavior can be partly attributed to a generational shift, a clearly defined corporate culture encourages prudence. Internal campaigns inviting employees to act like an entrepreneur or spend money like it's your own promote a positive spend culture.

**It has been important to foster a culture where everyone is in it for themselves and the company. Employees have become strongly self-reliant and trustworthy, so there's no longer a need for onerous compliance mechanisms.**

**Steve Clagg**

*Travel Technology Manager, Microsoft*

Taking the guesswork out of compliance breathes simplicity into even the most complex approval situations. And what better place to connect compliance rules for travel than within the travel management app itself.





## 05. Utilize data

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Empowering corporate travel programs to track, collect, and centralize data from chosen suppliers provides the end-user with a **personalized, slick, and streamlined service.**



### CONNECTIONS AREN'T JUST IN AIRPORTS

Working closely with Emburse, Microsoft sought out and championed strong partnerships, such as Lumo, a flight analytics prediction platform.

**We're on a mission to deliver deeper integration of the app with other systems and services at Microsoft, as well as across the wider industry to achieve the most efficient and productive travelers.**

**Steve Clagg**

*Travel Technology Manager, Microsoft*

Adding such connections keeps a platform evolving while maintaining pace with the shifting needs of business travelers. Each new connection to other apps or services brings a richer, more seamless experience throughout the entire trip.

Centralizing those feeds unites a fractured landscape of services and experiences into one trustworthy and reliable place.



# Make travel a better experience for everyone

Corporate travel management is indeed a fragmented, confusing, rapidly-changing landscape. It has become a juggling act for travel managers who traditionally focus on cost savings and compliance. Not only must they negotiate deals with multiple suppliers, but they also must consider the happiness, safety, and well-being of their travelers—many of whom have become more demanding.

Reimagining your corporate travel program starts with the right support system for your traveling employees. These tools can set you apart while empowering travelers to focus on business outcomes. Emburse Go gives you a powerful, agile solution that helps you streamline and improve the performance of your travel program while delighting your employees.

Learn more at: <https://www.emburse.com/go>

## About Emburse

Emburse is the global leader in spend optimization. Our **expense**, **travel management**, **purchasing and accounts payable**, and **payments** solutions are trusted by more than 12 million business professionals, including CFOs, finance teams, and travelers. For more information on Emburse, visit [emburse.com](https://www.emburse.com), or follow our social channels at @Emburse.