

FREENOW ✓
FOR BUSINESS

HOW TO DEVELOP A SUCCESSFUL BUSINESS TRAVEL POLICY

With **Insights** from

3,666 European Travellers



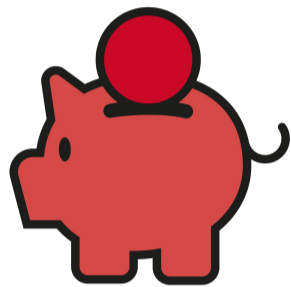


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INTRODUCTION

LEVERAGING DATA TO BOOST YOUR TRAVEL POLICY



**PRIORITISING
COST-EFFECTIVENESS?**

**ENSURING EMPLOYEE
SATISFACTION?**



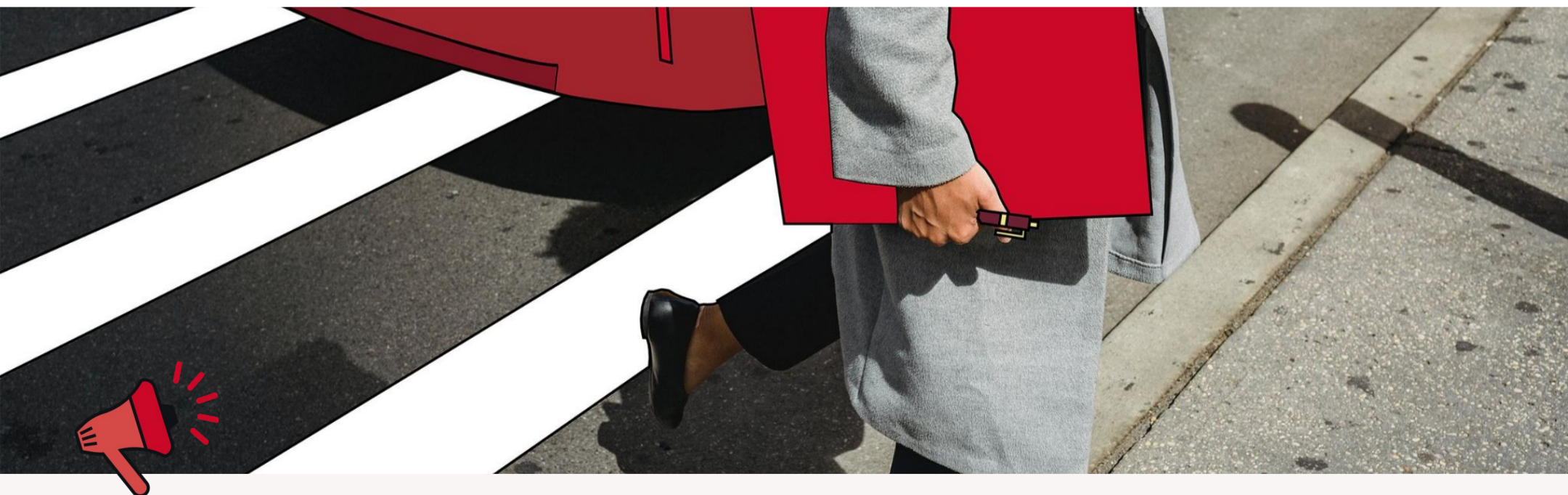
Don't let these two conflicting business travel KPIs elevate your stress. This comprehensive guide offers a solution to optimise your business travel policy while maintaining your sanity.

Leveraging data from a survey we've conducted in partnership with YouGov of **3,666** European business travellers, we unveil key strategies to cultivate a successful travel policy that aligns with both company objectives and employee needs.

INTRODUCTION: LEVERAGING DATA TO BOOST YOUR TRAVEL POLICY

Within this resource, you'll discover:

- **Balancing Employee Needs and Company Goals:**
Explore practical methods to bridge the gap between cost-efficiency and employee well-being, fostering a mutually beneficial travel program.
- **Keeping Employees Happy: Enforcement Without Force:**
Discover innovative approaches to boost compliance and policy adherence, moving beyond traditional enforcement tactics.
- **Gamification: Enhancing Policy Engagement with a Twist:**
Uncover the potential of gamification to transform policy engagement, utilising playful competition to drive desired behaviours.
- **Bleisure: Embracing the Work-Life Blend:**
Learn how to seamlessly integrate leisure opportunities into business trips, enhancing employee satisfaction and potentially boosting productivity.
- **Staying Green: Sustainability and Traveller Satisfaction:**
Explore how to implement sustainable travel practices, aligning your program with environmental goals while simultaneously improving traveller experiences.



This data-driven guide offers actionable insights to create a thriving business travel policy, empowering your organisation to achieve its objectives while prioritising employee satisfaction and environmental responsibility.

CHAPTER 1



BALANCING EMPLOYEE NEEDS AND COMPANY GOALS - STRIKING THE BUSINESS TRAVEL HARMONY

Business travel — a vital driver of growth and collaboration, yet often a battleground between cost-effectiveness and employee well-being. Striking the right balance between these seemingly opposing forces can feel like walking a tightrope.

This chapter delves into **practical strategies** to craft a **business travel policy** that sings in harmony with **both company objectives and employee needs**.

Understanding the Tightrope

Firstly, let's acknowledge the differing perspectives. From a company standpoint, travel needs to be managed diligently, ensuring value for every penny spent. Employees, on the other hand, want comfortable journeys, efficient processes, and a touch of flexibility to accommodate personal preferences. Ignoring either side leads to discord: disgruntled employees or unsustainable costs.

Finding the Sweet Spot

Now, imagine the sweet spot where both sides win. We can achieve this by adopting a data-driven approach, informed by the insights gathered from our survey of **3,666** European business travellers. Their voices reveal what truly matters, providing a roadmap to navigate the tightrope successfully.



“As a Travel & Expense Manager, I ensure a speedy process for booking and expensing to create a seamless travel experience for employees. New technology like self-check-in at hotels boosts time efficiency. Conversely, cancellation and last-minute changes can backtrack processes. Difficult-to-handle integrative software tools also make business travel management complex.”

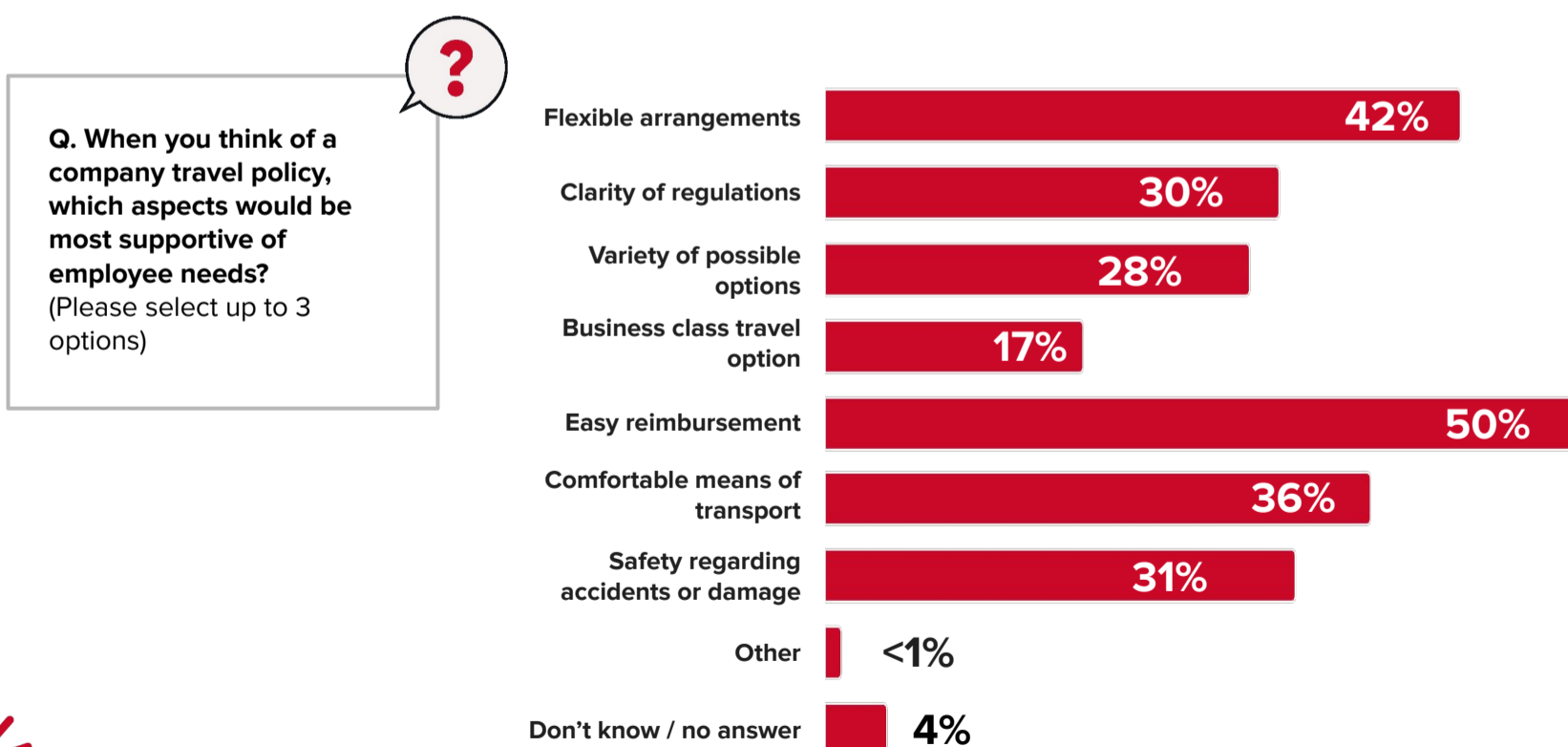
Suzie Foard, Travel & Expense Manager, Parexel International



Key Strategies for Harmony

- **Empower with Flexibility:** Offer options like remote work opportunities, flexible booking windows, and reasonable extensions for extenuating circumstances.
- **Transparency is Key:** Clearly communicate policy regulations, providing easy-to-understand explanations and readily available resources.
- **Embrace Choice:** Offer a variety of travel options that cater to different needs and preferences, including comfortable modes of transport within budget constraints.
- **Simplify Reimbursement:** Streamline the reimbursement process to be efficient and user-friendly, minimising delays and frustrations.
- **Prioritise Safety:** Ensure traveller safety through clear guidelines, comprehensive insurance coverage, and robust risk management protocols.

So, what aspects of business travel are important to employees?



Remember: These are general strategies, and you can tailor them to your specific context and budget. By prioritising flexibility, transparency, choice, and a smooth experience, you can foster a sense of harmony and satisfaction among your employees.

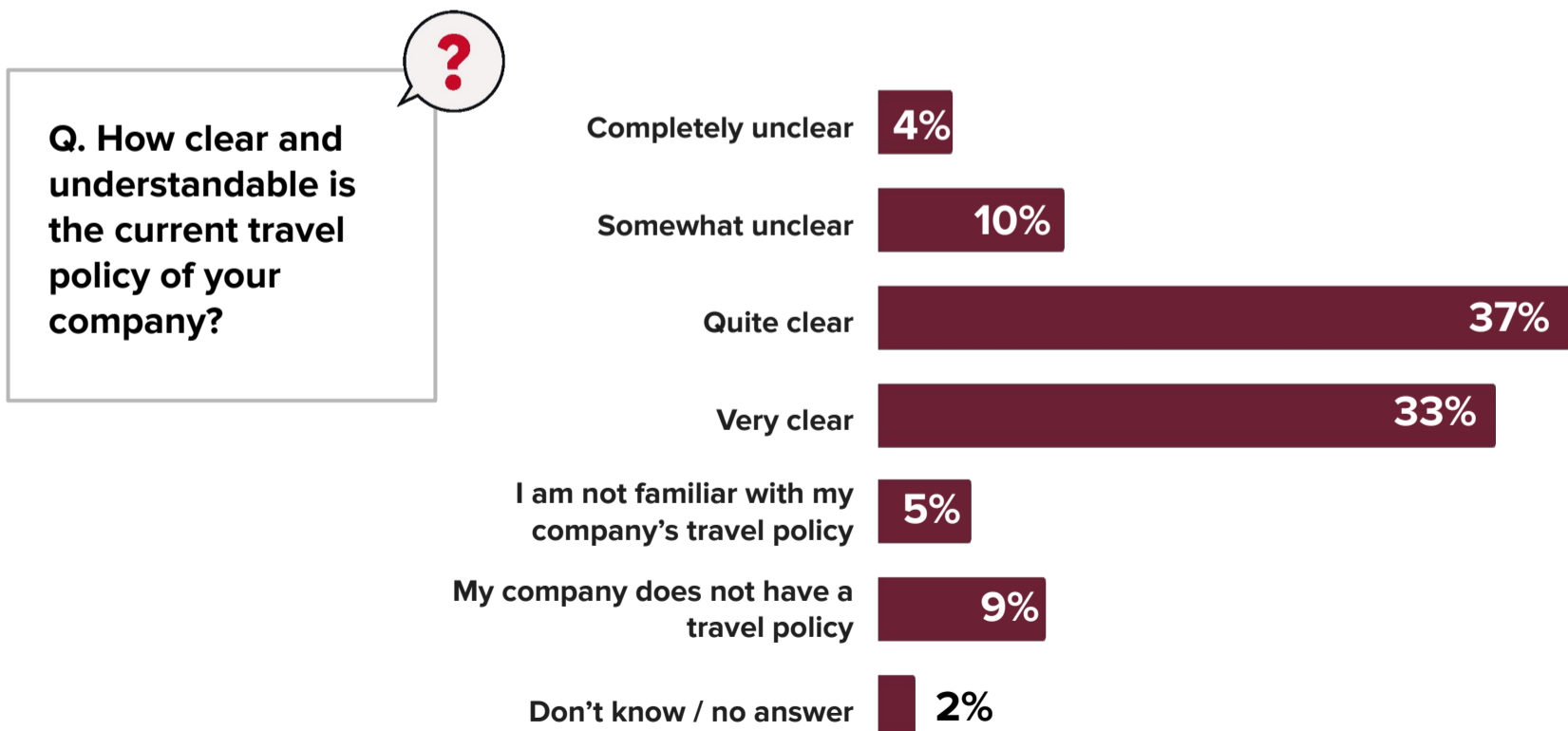
CHAPTER 2



KEEPING EMPLOYEES HAPPY: ENFORCEMENT WITHOUT FORCE - REIMAGINE COMPLIANCE

Gone are the days of travel policing and micromanagement. This chapter explores **innovative ways to boost policy adherence** while **keeping employees happy**. Remember, enforcement doesn't have to be forceful; it can be **engaging, rewarding, and even fun**.

But first, employees need to understand their travel policy in order for them to adhere to it. That's why we asked **3,666** European travellers how clear and understandable their current travel policy is to them. What do they have to say?



Understanding the Compliance Challenge

Traditional methods, like strict rules and penalties, often create resentment. Instead, let's understand the key drivers of non-compliance:

- **Lack of Awareness:** Employees might not understand the policy or its rationale.
- **Convenience Concerns:** Cumbersome processes or restrictive choices can deter adherence.
- **Limited Motivation:** Lack of incentives or rewards can make following the policy feel unrewarding.



“From a compliance perspective, we would emphasise compliance risks associated with business travel and their solutions. The traveller needs to know where and how to obtain a visa, how to apply for necessary social security documentation like an A1 or CoC (Certificate of Coverage), and what needs to be considered regarding data protection. There should be regulations on applicable labour law, as well as information on what tax risks may arise for the traveller and/or the company when travelling undocumented. Last but not least, the terms and conditions should also be stated within the policy.”

Dorothee Schweigard, Director Compliance Research Center, WorkFlex



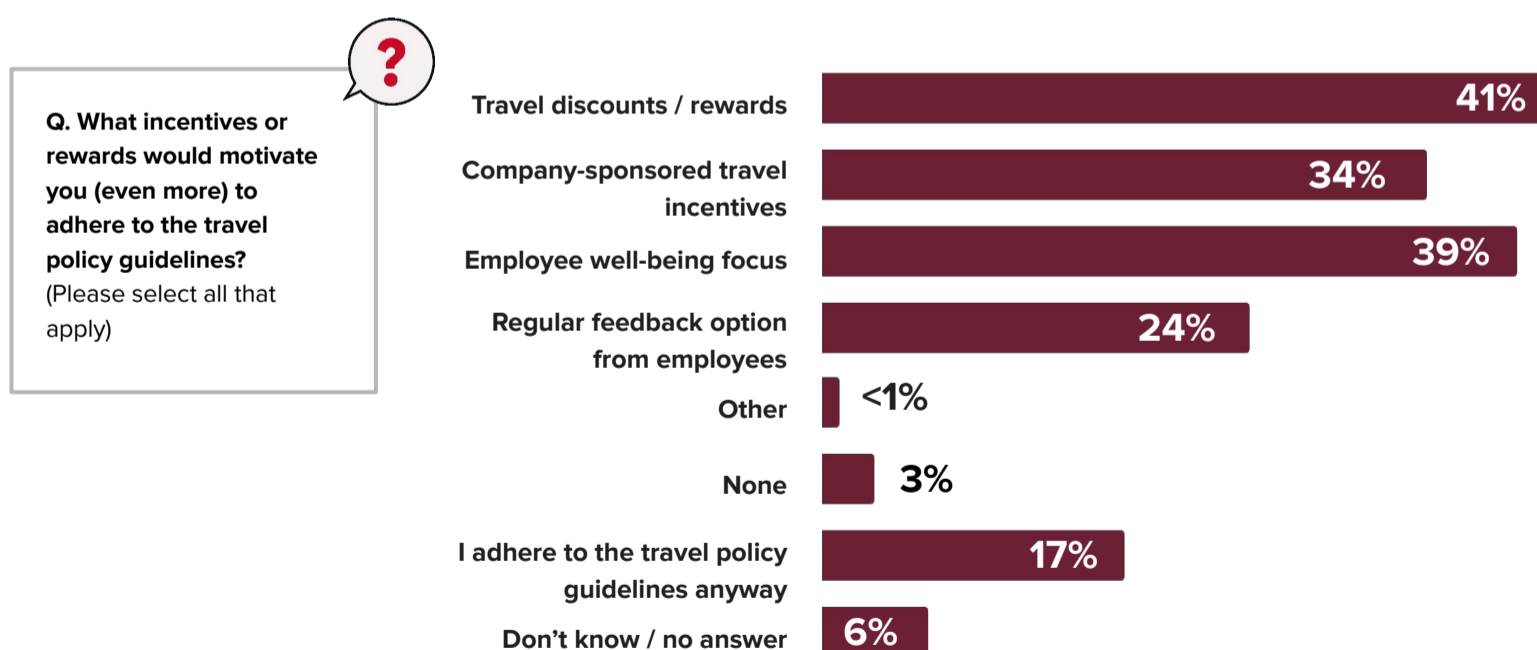
Shifting the Mindset

Moving beyond the "catch and punish" approach, we'll explore positive reinforcements and engaging strategies. Imagine a world where policy compliance is seen as a win-win, not a burden.

Strategies for Happy Adherence

- **Reward Smart Choices:** Offer travel discounts, rewards, or company-sponsored incentives for staying within policy limits or adhering to cost-saving choices.
- **Focus on Well-Being:** Consider reimbursement options for staying within policy limits on travel-related expenses that impact well-being, like gym memberships or healthy meal options.
- **Streamlined Processes:** Make booking and expense management seamless and user-friendly.
- **Personalised Options:** Offer a degree of choice within the policy framework to cater to individual preferences.
- **Regular Feedback:** Actively engage with employees through surveys and discussions to understand their needs and concerns, fostering a culture of trust and continuous improvement.

Let's see **what participants thought** about some of these key points when asked **what incentives or rewards would motivate them** to adhere to their policy.



Remember: Building trust and open communication is crucial for employee adherence. By understanding employee needs and concerns, you can create a policy they're happy to follow. Treat them not as subjects, but as partners in achieving travel program goals.

CHAPTER 3



GAMIFICATION: ENHANCING POLICY ENGAGEMENT WITH A TWIST - LEVEL UP YOUR TRAVEL PROGRAM!

Imagine a world where **business travel policy compliance** isn't just a **chore**, but an engaging adventure filled with points, badges, and leaderboards. This chapter introduces the **exciting world of gamification** and its potential to **transform your travel program**.



“Gamifications are an excellent way to promote the commitment of travelling employees and it creates a corporate culture in the ‘war for talent’. At Miles & More, we are looking forward to more exciting gamification campaigns with FREENOW.”

Katrin Jüttner, Head of Partner Sales & Ambient, Miles & More

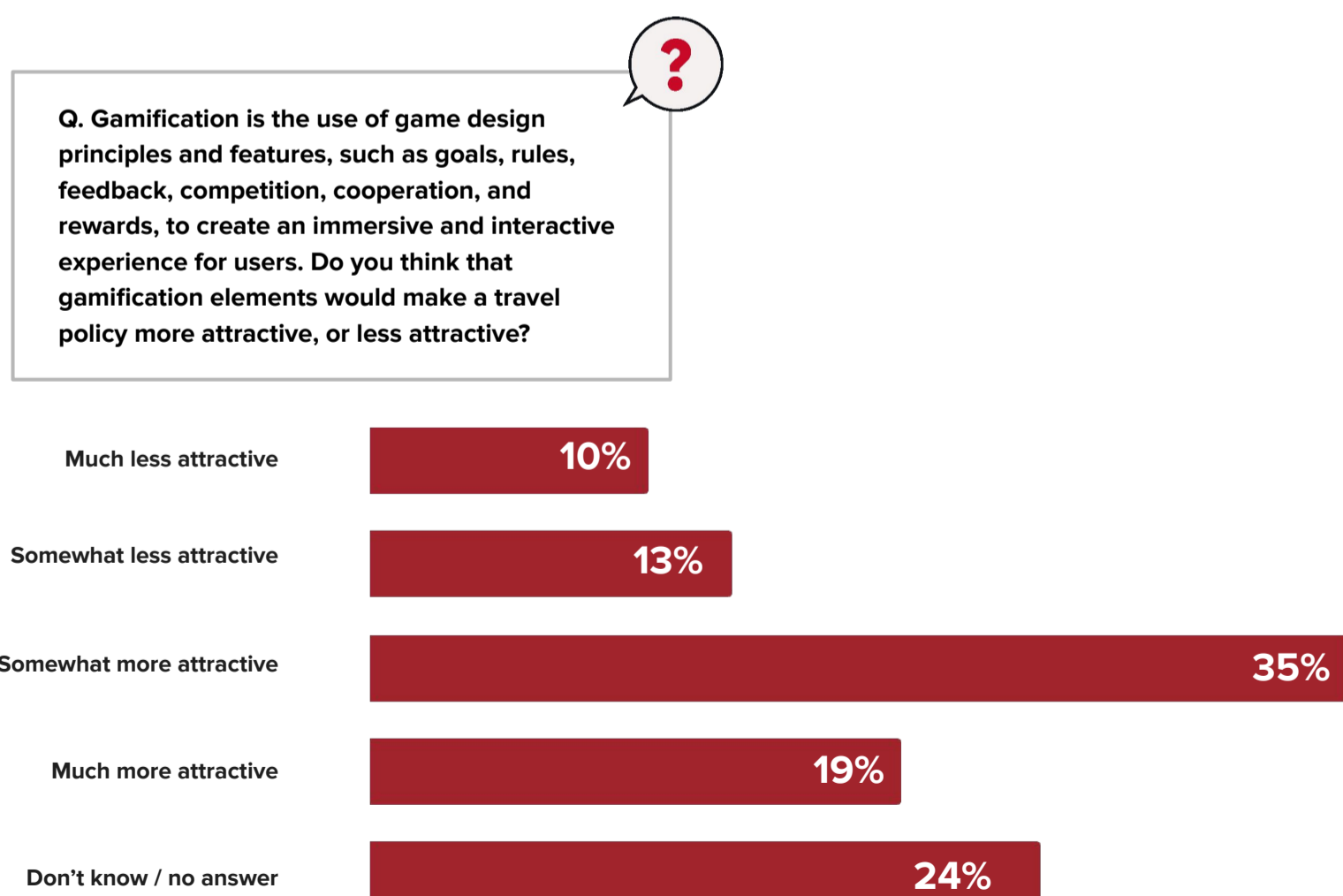
Partner von
Miles & More

Why Gamify?

Traditional methods of policy adherence often fall short, leading to frustration and resentment. Gamification offers a refreshing alternative by leveraging the power of play to:

- **Boost Motivation:** Turn mundane tasks into engaging challenges, making policy adherence fun and rewarding.
- **Drive Engagement:** Increase employee participation and interaction with the travel program.
- **Promote Positive Behaviours:** Encourage desired behaviours like cost-conscious booking, timely expense reporting, and adherence to policy guidelines.
- **Foster Healthy Competition:** Create a friendly and motivating environment where employees strive to achieve goals and climb the leaderboard.

Here's **what participants think about gamification** when asked if it would make their travel policy more attractive.

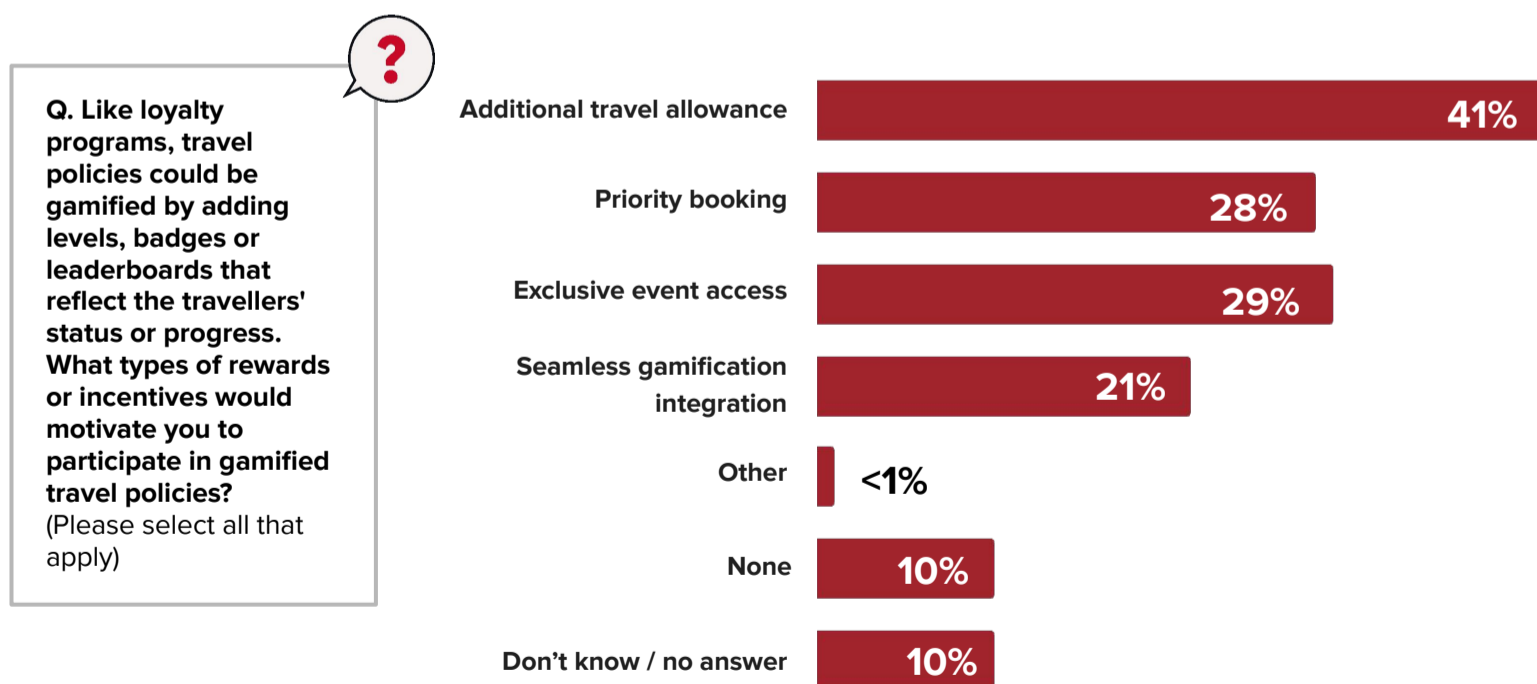


Unleashing the Power of Play:

Now, let's explore how to gamify your travel program effectively:

- **Define Your Goals:** Clearly identify the desired outcomes you want to achieve through gamification, such as increased cost savings, improved policy compliance, or higher employee satisfaction.
- **Choose the Right Game Mechanics:** Select engaging mechanics like points, badges, leaderboards, or challenges that align with your goals and resonate with your target audience.
- **Personalise the Experience:** Tailor the game elements to cater to different employee preferences and motivations.
- **Offer Meaningful Rewards:** Select rewards that incentivise participation, considering tangible benefits like travel upgrades, additional vacation days, or charitable donations.
- **Track and Analyse:** Monitor progress, collect feedback, and adapt the game mechanics based on data and employee input to ensure continuous improvement.

That said, which rewards in particular **would motivate employees to participate in a gamified travel policy?**



Remember: Gamification is not a magic bullet, but a powerful tool to enhance engagement. By implementing it thoughtfully and responsibly, you can create a travel program that's not only effective, but also enjoyable for your employees.

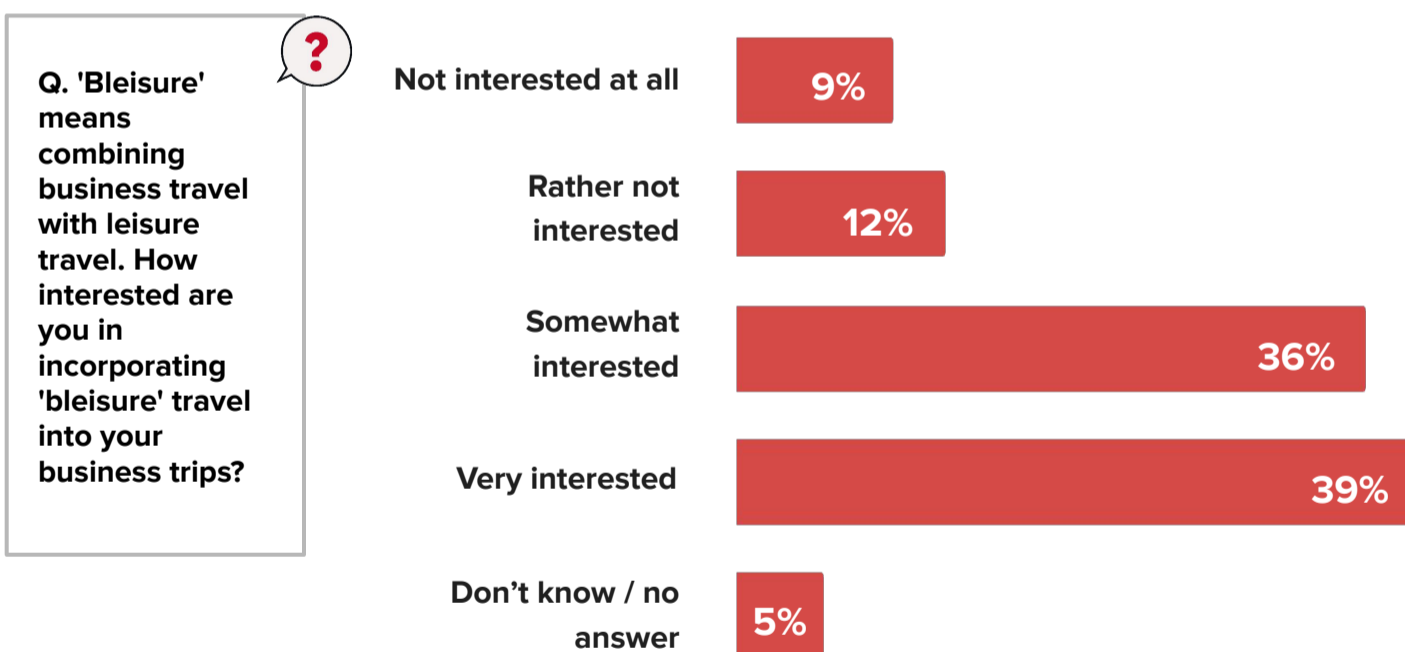
CHAPTER 4



BLEISURE: EMBRACING THE WORK-LIFE BLEND - TRAVEL BEYOND THE MEETING ROOM

Today, bleisure — the seamless blending of business and leisure travel — is gaining momentum, offering a win-win for both companies and employees.

One thing's for certain: most employees in Europe want to incorporate bleisure into their business travel.



Why Bleisure?

Bleisure offers a multitude of benefits:

- **Increased Employee Satisfaction:** Integrating personal time into business trips boosts employee morale, reduces stress, and fosters a positive work-life balance.
- **Enhanced Productivity:** Rested and rejuvenated employees are often more productive and engaged upon their return.

- **Attracting and Retaining Talent:** Bleisure opportunities can be a valuable differentiator in attracting and retaining top talent in a competitive job market.
- **Improved Client Relationships:** Shared experiences beyond the boardroom can strengthen client relationships and foster trust.

Unlocking the Bleisure Potential:

So, how can you integrate bleisure into your travel program effectively?

- **Empower Open Communication:** Encourage open discussions about bleisure travel, addressing concerns and fostering a supportive environment.
- **Fuel Informed Choices:** Provide detailed destination and activity information, empowering employees to plan their personal time effectively.
- **Offer Incentives & Discounts:** Consider offering discounts on extended stays, bleisure-focused packages, or local attractions to incentivise participation.
- **Support Guilt-Free Blending:** Promote a culture where bleisure is seen as a valuable tool for well-being, not a privilege or burden.
- **Clearly Communicate Guidelines:** Establish clear guidelines regarding duration, expenses, and work expectations during the business portion of the trip.

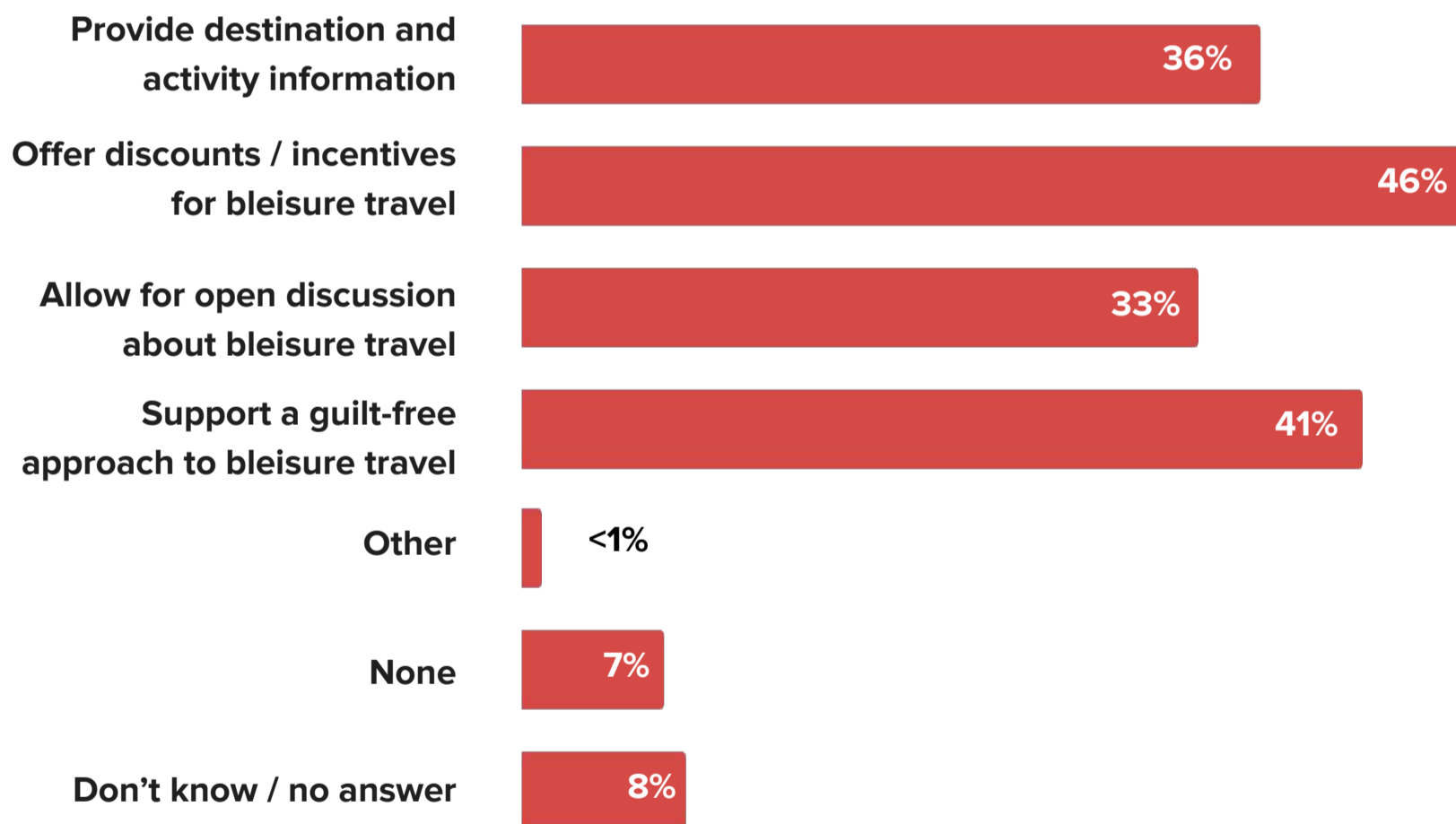


“The idea of blending business with leisure certainly could add a valuable dimension to our travel experiences. Partnering with hotels or accommodations that cater to both business and leisure travellers would enhance the overall experience. Access to amenities such as fitness centres, spa facilities, or recreational activities can contribute to a more enjoyable stay. Also, offering insights and recommendations on leisure activities, attractions, and dining options in the destination city would be valuable. This information can help employees plan and maximise their leisure time effectively, ensuring a fulfilling experience.”

Magda Figiel, HR & Operations Senior Manager, BCG Platinion

That said, which actions can you take for your **employees to truly enjoy bleisure travel**?

Q. Which actions of a company to support and facilitate 'bleisure' travel opportunities would be interesting for you?
(Please select all that apply)



Remember: Striking the right balance between work and personal time is essential for high employee motivation and engagement. Encourage responsible planning and ensure employees understand their expected responsibilities during the work portion of the trip.

CHAPTER 5

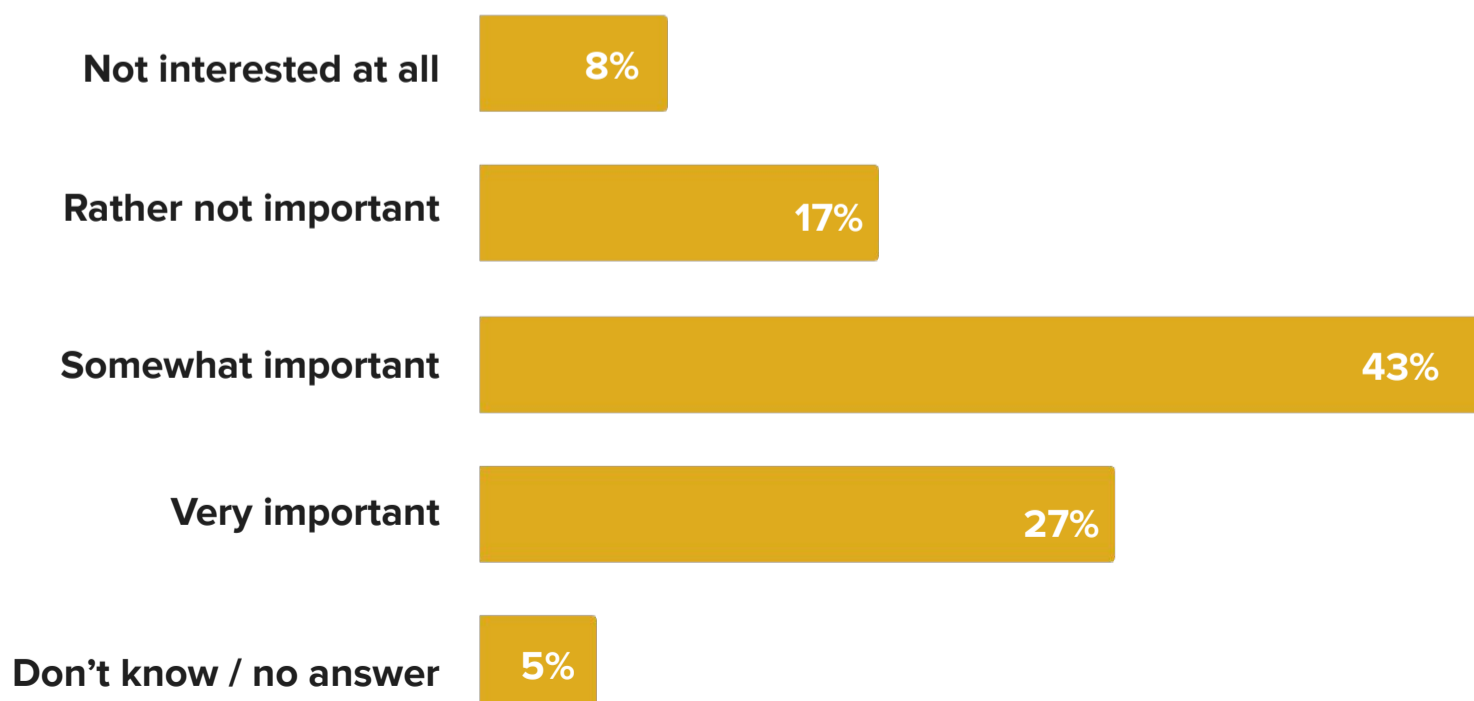


STAYING GREEN: SUSTAINABILITY AND TRAVELLER SATISFACTION - ECO-CONSCIOUS TRAVEL FOR A BRIGHT FUTURE

Our planet is calling, and business travel can no longer ignore its plea. In this chapter, we explore how to integrate sustainable practices into your travel program. That way, your company and employees both win.

Firstly, **how important is sustainability to employees** when making business travel decisions?

Q. How important is sustainability to you when making business travel decisions?



Why Go Eco-friendly?

Sustainable travel isn't just about saving the planet, it's also about:

- **Reducing Costs:** Opting for eco-friendly options like energy-efficient hotels and public transportation can lead to cost savings.
- **Enhancing Reputation:** Demonstrate your commitment to environmental responsibility, attracting eco-conscious travellers and investors.
- **Boosting Employee Morale:** Employees appreciate working for companies that align with their values, and sustainability is increasingly important to many.
- **Improving Travel Experiences:** Sustainable practices often lead to unique and fulfilling travel experiences, enhancing overall satisfaction.



“KPMG has established sustainable mobility criteria in its general expenses policy, aimed at reducing greenhouse gas emissions. Priorities are established for the use of certain means of transport, with a lower environmental impact, when travel is considered necessary.”

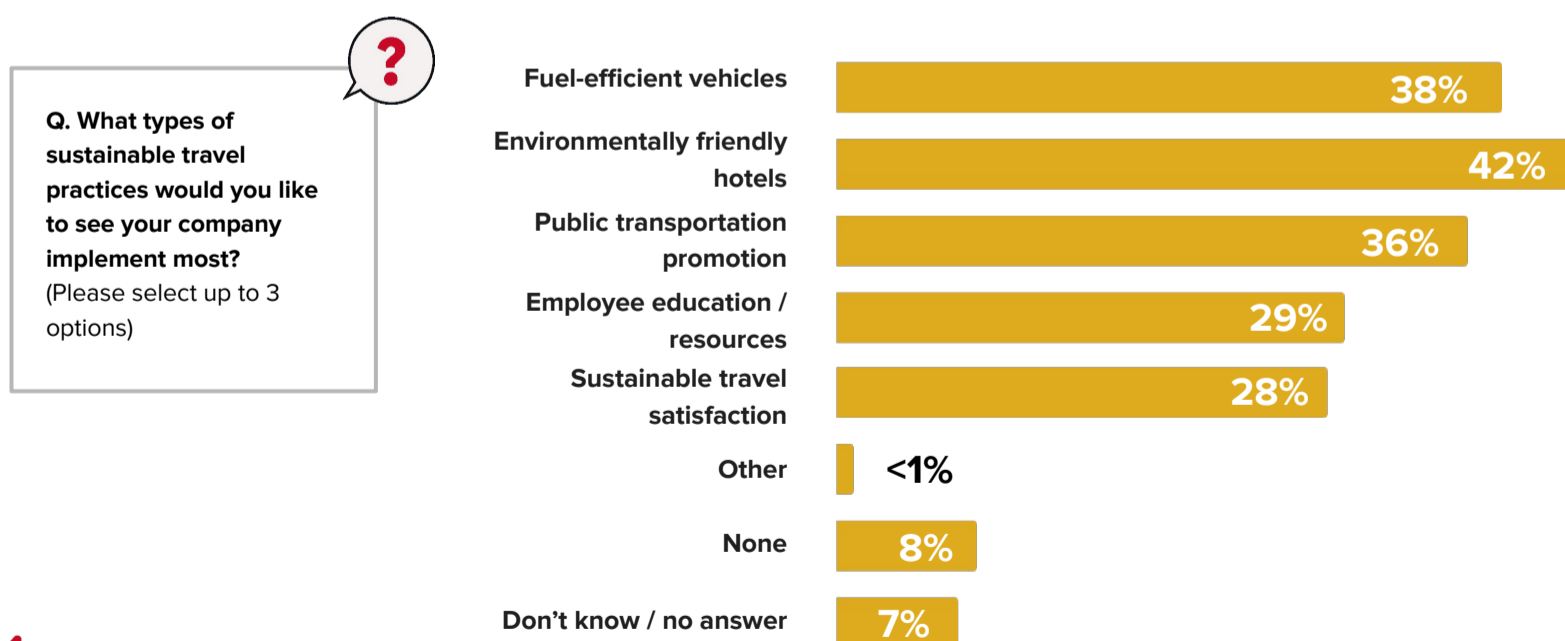
Borja Ortega Ybarra, Finance Manager, KPMG S.A.

Greening Your Travel Program:

Here's how to embark on your journey towards sustainable travel:

- **Partner with Eco-Conscious Providers:** Choose hotels, ground transportation, and travel agencies committed to sustainability practices.
- **Promote Sustainable Travel Options:** Encourage the use of public transportation, carpooling, and video conferencing whenever possible.
- **Educate and Empower Travellers:** Provide information and resources on sustainable travel practices and encourage responsible choices.
- **Reward Sustainable Choices:** Implement incentives for travellers who choose eco-friendly options.

According to employees, which **types of travel practices** should you **implement** exactly?



Remember: Sustainability is a journey, not a destination. Start with small steps, monitor progress, and adapt your approach based on data and feedback.

CONCLUSION

NAVIGATING THE EVOLVING LANDSCAPE WITH CONFIDENCE

The **business travel landscape is ever-changing**, driven by technological advancements, shifting employee expectations, and the imperative for environmental responsibility. Yet, through data-driven insights and innovative strategies, **you can craft a travel policy that thrives**.

This ebook has guided you through key aspects of a successful policy, from balancing employee needs and company goals to implementing gamification and embracing bleisure travel.

Remember, **the most effective approach is flexible and adaptable**, evolving alongside your organisation and the travel industry itself.

Key takeaways:

- **Data is your friend:** Leverage data from surveys, feedback, and performance metrics to continuously refine your policy and ensure it remains relevant and effective.
- **Communication is key:** Foster open and transparent communication with employees to address concerns, gather feedback, and build trust.
- **Partnerships are powerful:** Collaborate with travel providers, technology companies, and sustainability experts to access expertise and resources.
- **Embrace change:** Remember, the perfect policy is a moving target. Be prepared to adapt and learn from both successes and challenges.

CONCLUSION: NAVIGATING THE EVOLVING LANDSCAPE WITH CONFIDENCE



We've all experienced that sinking feeling of a cancelled flight or train on the way to that important meeting - and in 2023 we saw travel disruptions affect 4 in 5 business travellers. FREENOW's data supports our recommendation that companies create more flexible policies which enable travellers to maximise their time away whilst reducing external pressures. From overnighting, rather than doing exhausting day trips, to adopting cancellation protection for when things change, putting employee needs first is a catalyst for productivity.

Yasmine El Alj Bratt, Chief Revenue Officer, TravelPerk



By applying the strategies outlined in this ebook and **nurturing a culture of collaboration and continuous improvement**, you can create a business travel program that **fosters employee satisfaction, promotes sustainability, and drives success** for your organisation in the long run.

BON VOYAGE!



About FREENOW



FREENOW for Business is a leading provider of business travel and client travel solutions for companies. With the backing of BMW Group and Mercedes-Benz Group AG, FREENOW for Business have established a prominent presence in 9 countries and over 150 cities across Europe.

Keep your employees moving and your business thriving with FREENOW for Business, your trusted business taxi solution. Our intuitive app provides a seamless experience for your team, ensuring reliable and safe transportation wherever they need to go. As the number one provider of taxis in Europe, we offer a robust fleet to ensure your employees get where they need to be.

FREENOW for Business empowers you with an easy-to-use platform to simplify your business travel. It's no wonder that more than 15,000 companies have selected FREENOW for Business as their top choice for mobility solutions. For more information, visit [FREENOW for Business](#).



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