

Gap Inc. Saves Over 2% of Air Spend Using FareIQ



Gap's First Two Month's Savings at a Glance

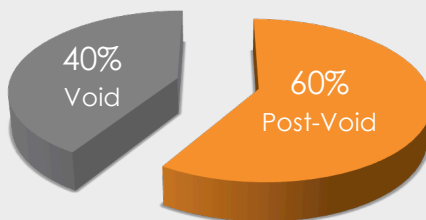
\$3.9 million
air spend tracked

15%
Tickets qualified for savings

\$123K
Total identified savings
(net all change fees)

\$86K
Total realized savings

Gap's Void and Post-Void Window Savings Results



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Business Challenge and Opportunity

Today's corporate travel managers are not only responsible for keeping a mobile workforce on the move, they're also tasked with finding innovative ways to streamline costs and strengthen the bottom line.

Gap Inc. Jody Jannisse, Director, Global Travel and Corporate Aviation at Gap Inc. – the popular retailer of clothing, accessories and personal care products for men, women and children – is responsible for overseeing more than \$17 million in air travel spend each year.

To find greater cost efficiencies within the Gap travel program, Jody turned to her corporate travel agency, Carlson Wagonlit Travel (CWT), and Yapta to implement FareIQ and begin monitoring the price of business flights from the moment they were booked – up until the cabin door closed – against publicly available prices on the exact same itineraries.

The Implementation

In early August of 2014, Gap began using FareIQ to monitor a subset of its U.S. business travel.

"It was very easy for us to get started with FareIQ because Carlson handled the set-up," Jannisse said. "We only had to answer a couple of questions with regards to parameters and savings requirements. It's also been seamless for our travelers – it's no effort on their side, we're just saving them money. Everyone has embraced it."

The Expectations

"Our expectation, based on the data from Carlson, was that there would be no downside to using FareIQ," Jannisse said. "We saw the potential ROI, it came highly recommended, and everyone bought in on it. We anticipated seeing savings – and the good news is we exceeded those expectations in the first month."

Early Results

Within the first two months, FareIQ tracked \$3.9 million in air spend for Gap, identified \$123,000 in potential savings, and helped the company realize \$86,000 in savings – resulting in a substantial reduction in Gap's travel expenses.

"For a mature travel program like ours, FareIQ has given us another level of incremental savings that we may not be able to get in our airline contracts," said Jannisse. "There's no downside, you're only going to save money."