

# Shell Oil Achieves \$292 per Ticket Average Savings Using FareIQ



## Savings at a Glance

**2.25%**

Total identified airfare  
program savings  
*(net all change fees)*



**\$292**

Average realized savings  
per rebooking



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## Business Challenge and Opportunity

As the old adage goes, you need the right tools for the job. For Cindy Morse, Corporate Travel Services Manager for Shell Oil Company, those words couldn't ring more true. She knew her company could find significant savings on fluctuating airfare, but the right technology wasn't available until she saw a demonstration of Yapta's FareIQ.

"I was actively looking for an opportunity to introduce fare optimization into our organization," Morse said. "I know that fares change on a regular basis, and wanted to figure out a way to identify and act upon the savings. We were also being challenged by employees who were telling us they could find lower airfares out in the market. Yapta came along at just the right time."

## The Implementation

Working with her corporate travel agency, Carlson Wagonlit Travel (CWT) and its central fulfillment team, Morse was able to quickly implement FareIQ and establish Shell's airfare price monitoring program.

"We ramped up pretty quickly," Morse said. "Right now, we're focusing on monitoring prices on non-penalty tickets, and any tickets in the void window – but eventually we will expand our use of FareIQ to include savings opportunities with penalty tickets."

## Early Results

Within the first five months, Yapta's price tracking technology had proven to be one of Shell Oil's most effective cost-cutting initiatives for business travel. FareIQ identified savings opportunities of 2.25% of total airfare spend, and Shell achieved \$292 average savings per rebooking.

Morse also explained that the technology has helped reinforce the advance booking behavior that the company endorses. "Now we can say, 'yes you can have the confidence of booking in advance knowing that if the price drops, we'll catch it and reissue those tickets for you.' FareIQ is delivering bottom line savings, and it has a direct impact at the budget level for our business travelers."

## Remarkable Visibility

FareIQ's 24/7 online savings dashboard is an effective management and reporting tool. "Frankly, the dashboard is great," shared Morse. "I can see exactly what savings have been achieved, the percentage of success, and it gives me the ability to evaluate additional savings opportunities. I like knowing how things work, and FareIQ's dashboard offers a flexible and specific look at our program data."