

National Marrow Donor Program Hits Year-End Savings Goal Using FareIQ



NATIONAL MARROW DONOR PROGRAM®

RESULTS AT A GLANCE

1.3%

Reduction in airfare

2.7%

Total identified program savings

\$70,000

Savings achieved in first 9 months of use

\$239

Avg. realized savings per trip

SAVINGS ANALYSIS



Business Challenge and Opportunity

The National Marrow Donor Program (NMDP) is the world's leading nonprofit organization focused on saving lives through marrow and umbilical cord blood transplantation. In 2015 alone, the organization facilitated nearly 6,400 marrow and umbilical cord blood transplants across the United States and internationally. That's a lot of travel.

As a nonprofit, it's vital for the Marrow Donor Program to streamline its travel costs and to keep its travelers within policy. The organization turned to FareIQ to deliver savings on its booked flights, but was also pleasantly surprised by the impact it had on traveler behavior.

The Implementation

The National Marrow Donor Program initiated its use of Yapta's FareIQ in January 2016 upon its recommendation from Carlson Wagonlit Travel (CWT), the organization's travel management provider. CWT had similar clients utilizing FareIQ with great success and suggested it to NMDP to help the Program achieve its total year-end savings goal of \$500,000.

From the time of ticketing to the day of departure, FareIQ dynamically monitors prices on ticketed fares and instantly sends alerts when savings found on identical itineraries are significant enough to re-ticket.

NMDP used the implementation as an opportunity to reinforce its travel policy, explaining to its travelers that FareIQ was continually tracking for the lowest fare and that any independent price-comparison effort is not a good use of time.

Results

FareIQ proved to be a key catalyst in helping the National Marrow Donor Program achieve its year-end savings goal, securing more than \$70,000 in realized savings. The price tracking technology delivered an average realized savings of \$239 per rebooking and reduced the organization's overall airfare spend by 1.3 percent.

NMDP also found that its use of FareIQ reinforced controls and that the airfare data can serve as a powerful tool for supplier negotiations.

"The use of FareIQ has reshaped the way people within the Program perceive fluctuations in airfare pricing," Roger Keller, Director of Program Management at CWT. "The Program's travelers understand that FareIQ is used in concert with other technologies to manage low fare compliance. They know now that they don't need to immediately respond to a suddenly lower available fare. FareIQ is there to catch it."

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