

Case study: Creative Works

# How a growing company manages travel 30% faster



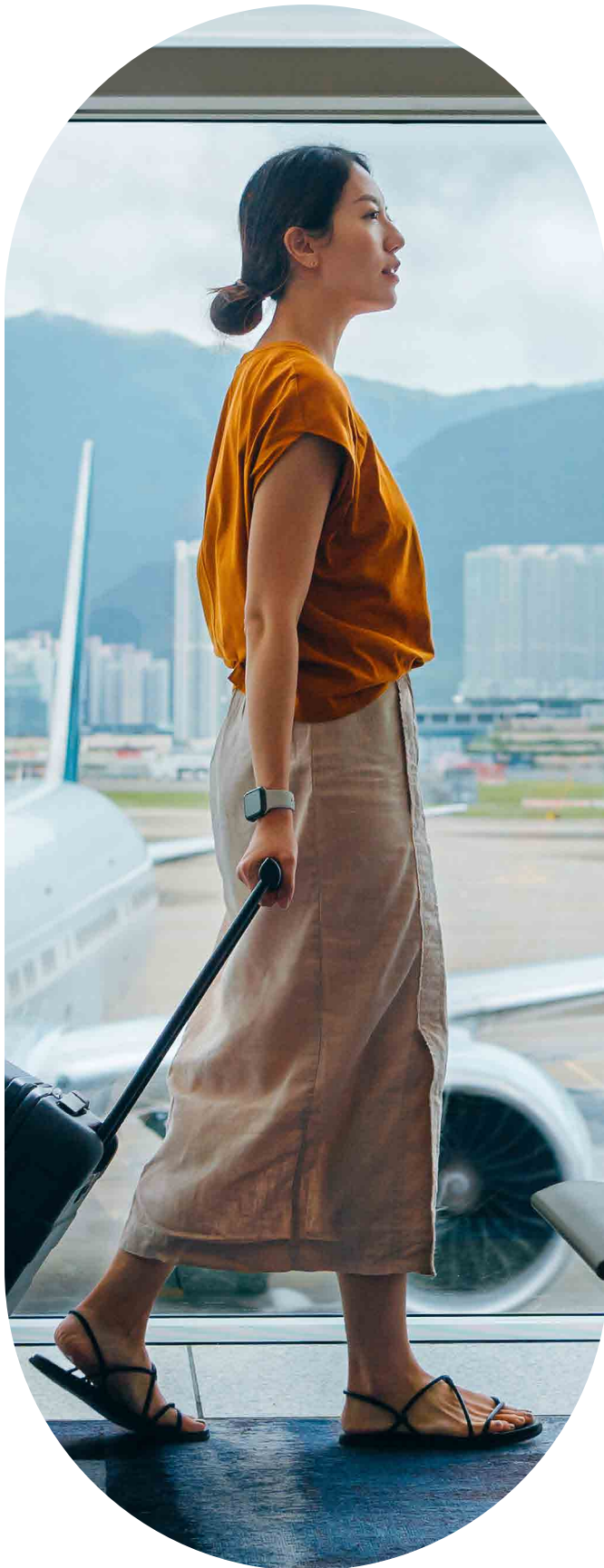
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## Overview

Creative Works makes memorable moments by designing, fabricating, and installing laser tag arenas, escape rooms, mini golf courses, virtual and mixed reality experiences - anything in a family entertainment center. The company was growing from small to mid-size and needed a complete uplift of its travel department to get its hundreds of thousands of clients and 100 employees to project sites across the globe.

Creative Works' project management team was strapped with booking trips and all the extra tasks associated with travel management - in addition to their regular duties. Changes were needed because of company growth, and lack of a dedicated employee to oversee spending and non-compliance in travel. The company decided to hire a former travel manager, Brandi Modesitt, Executive Sales Admin, to supervise its travel and logistics departments. She began reviewing the booking process and was stunned at what she saw. She was so surprised to find the project management team was wasting so much time looking at multiple databases to achieve total travel management.





## Travel challenges escalate as Creative Works continues to grow.

As a former travel manager, Brandi knew there was a better way to manage employee travel that's so critical to the company's growth. "We did not have an all-in-one platform, it was simply booking travel with various companies for flights, hotels, and rental cars all on different systems," explains Brandi. "Flights were booked through various airlines. We worked with all different suppliers, which took time to process."

Working with several vendors meant matching bookings to different invoices and using processes with multiple policies and credentials — a real time guzzler. Another challenge was the accounting procedure. Cost inefficiencies like overspending, and unused, non-reimbursed tickets, were eating money. "We needed to have all our invoices and costs associated on one platform, where we could see price comparisons and set policy guidelines for our traveling teams," states Brandi.

In addition to lost time and money, Creative Works' growth demanded more employee travel. The company can get contracts to create one attraction or multiple attractions, depending on the size of its clients' facilities. This means many employees across different departments need to travel to jobsites to bring entertainment experiences to life.

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Executive Sales Admin.**

## Spearheading savings with managed travel.

Creative Work's president Armando Lanuti, saw growth as a strong reason to invest in travel management and, as a result, the company's bottom line. The executive leadership team began reviewing different booking platforms. Amex GBT Neo (Neo) was one of the top four tools they looked at because of its intuitive interface, and a previous relationship with American Express (Amex) on the corporate card side.

Armando and Brandi met with the Amex GBT team and saw the technology and performance its digital tool, Neo, could provide. Its unified platform would allow travelers, travel managers, and accounting teams to easily manage all travel bookings and expense processes in a single spot. Company policy for approving travel reservations and workflows could be automated for both travel and expense policy in one place.

In addition to one platform for bookings and invoices, Brandi found the customer service exceeded her expectations. "Having the availability of Amex GBT customer care representatives that can step in and help with the numerous modifications to travel was a must, especially for our install team whose projects fluctuate - it's a 24/7 job to manage these modifications." She found one platform to streamline everything was a key component to moving to a software tool like Neo.

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## Saving time and money.

Brandi, the current travel manager at Creative Works, saved up to 30% of time managing bookings, and saw savings with preferred rates. Worrying about travel modifications was no longer a problem and gaining access to customer care through chat and voice was simple.

In addition to the travel manager saving time with bookings, the accountant's time was also cut by 30%, increasing productivity. The new platform streamlined the accounting process, placing all costs in one invoice, which was an enormous time saver. The accountant's follow through with employees when matching cost to a specific project was less. Neo's process of pulling all the data together, eliminating follow up on every invoice, was a game changer.

"The integration and implementation were easy and well received by employees, as we were able to pull information from our current databases and upload it into the Neo platform. Employees were excited their airline, hotel, and travel reward numbers were all in one place," explains Brandi.

The platform also allows users to book where they want and enjoy preferred rates. It eliminates the need for multiple apps on phones or searching for price comparisons for better deals, which makes booking trips easier.

Onboarding the travel management software helped Creative Works bring its employees together to work wherever and whenever — without worry. Since traveling to jobsites is an important piece of the company's business, the digital tool also supported the company's growth.

Moving away from booking with multiple airlines, hotels, cars, and invoices, to one platform where business travel is managed in one place, saved Creative Works time, allowing more hours to sustain its goals. Now its team members can easily book trips, receive the best rates and perks, keep receipts, and loyalty numbers in one easy-to-use digital tool. They have access to efficient customer service 24/7 through mobile, desktop, chat, email, and voice, eliminating headaches and making business travel seamless.

The key component that appealed to us about Neo was the **efficiency of the booking and accounting measures** that it provided.

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