

Merging travel programs for Dicker Data



Dicker Data is a fast-growing, multinational information and communication technology (ICT) distributor. When they acquired Exeed New Zealand in 2021, Corporate Traveller successfully supported them through the merger by combining their business travel processes and simplifying booking and approvals, even for complex incentive trips.

Managing travel for a top technology partner

If you're working on a Dell, Lenovo, or HP laptop, that piece of hardware likely touched down in New Zealand via Dicker Data. For over 40 years, they've been our country's leading technology distributor, working directly with ICT reseller partners to help customers transition their businesses through technological change.

A core part of Dicker Data's business is developing and maintaining strong, trusted relationships with its customers and partners. When the company acquired Exeed New Zealand in 2021, they asked us to consolidate their travel processes during the merger.

A new merger is an exciting time for any company. But, when you're a multinational with hundreds of business travellers still on the road, it comes with some challenges.

Each company has its own technology preferences and pre-established travel procedures. Throw a few travel disruptions in the mix, and things like cost and time efficiency get even more complicated.



Building a better business travel program

Luckily, Corporate Traveller also worked closely with Exeed New Zealand (now Dicker Data). When they acquired Exeed New Zealand, Corporate Traveller reviewed both companies' travel programs and looked for the best ways to find efficiencies, while continuing to provide excellent support for duty of care, travel program consolidation, and online solutions and technology.

"We streamlined the process for travel bookings and financial solutions, ensuring a seamless transition. Responding to Dicker Data's preference for Exeed's financial solution, we swiftly implemented the change, simplifying the process for Dicker Data's finance team and sparing them the tedious task of reconciling two bills," explains Mandy Bester, Travel Manager.

This integration brought about new travel processes that optimise booking and cost efficiency, offering a better booking experience for travellers to help drive travel policy compliance.

Simplifying the basics of travel savings

After reviewing each company's full travel policy, Corporate Traveller recommended moving forward with Dicker Data's travel program, which had more robust processes than Exeed had initially. Corporate Traveller Customer Success Manager for Dicker Data, Amy Steyn, shares the recommendations that were implemented:

- **Set up SmartStay rates as a preferred supplier** to encourage travellers to stay at the same hotel, which helps to **negotiate better rates and benefits**.
- **Reviewed Air New Zealand's program** to encourage bookers to choose domestic and international travel with the same carrier. Consolidated spending can be used to secure the most competitive prices available.
- **Integrated PowerBI** reports based on travel program goals give the finance team real-time access to travel expense reporting and analytics. It's easy to compare year-on-year spending or more specific data, depending on their requirements.

Most of Dicker Data's employees book their own business travel through **Savi**, our online booking tool (OBT). Exeed New Zealand didn't have a booking approval process, so we merged the company's traveller profiles with Dicker Data's, updated them, and eliminated outdated profiles.

"Now, all of Dicker Data's travellers benefit from a streamlined approvals process that ensures the right staff members approve the correct trips and the appropriate cost centres are charged," says Amy.

Moving to online booking platforms has significantly reduced booking fees. At the same time, Dicker Data implemented a new finance system and payment solution, and we integrated it with their OBT, improving access to the system and making faster reconciliation possible.

Curating an effortless experience for complex business trips



I've dealt with Corporate Traveller for over ten years, and whether I'm booking business travel for myself or the multiple groups we've hosted over the years, my experience has always been extremely positive. Every interaction or request is dealt with quickly, and nothing ever seems to be too difficult.

- Jason Cox, Business Unit Manager for Dicker Data



Dicker Data has a **dedicated Travel Manager** for day-to-day individual bookings, but the company also does a lot of incentive trips, which require more complex itineraries. The company leans on our specialised travel management service, **Corporate Traveller Stage, Screen & Sports**, to deal with high-volume group bookings, VIP travel, and complex multi-destination itineraries.

This service was particularly valuable during the COVID-19 pandemic when additional support was provided for non-refundable trips. Corporate Traveller was able to facilitate refunds for overseas accommodation on the Gold Coast and an incentive trip to Vietnam after deducting cancellation fees, resulting in cost savings.

"Even during the recent challenging times, Corporate Traveller hasn't skipped a beat in what has been a very difficult environment for travel," adds Jason.

Now that Exeed New Zealand has successfully transitioned into Dicker Data, Corporate Traveller will continue to work with the company to elevate their travel program, implement cost-saving measures, and enhance the travel experience for their business travellers.



To see how we can help your business, **contact us today!**