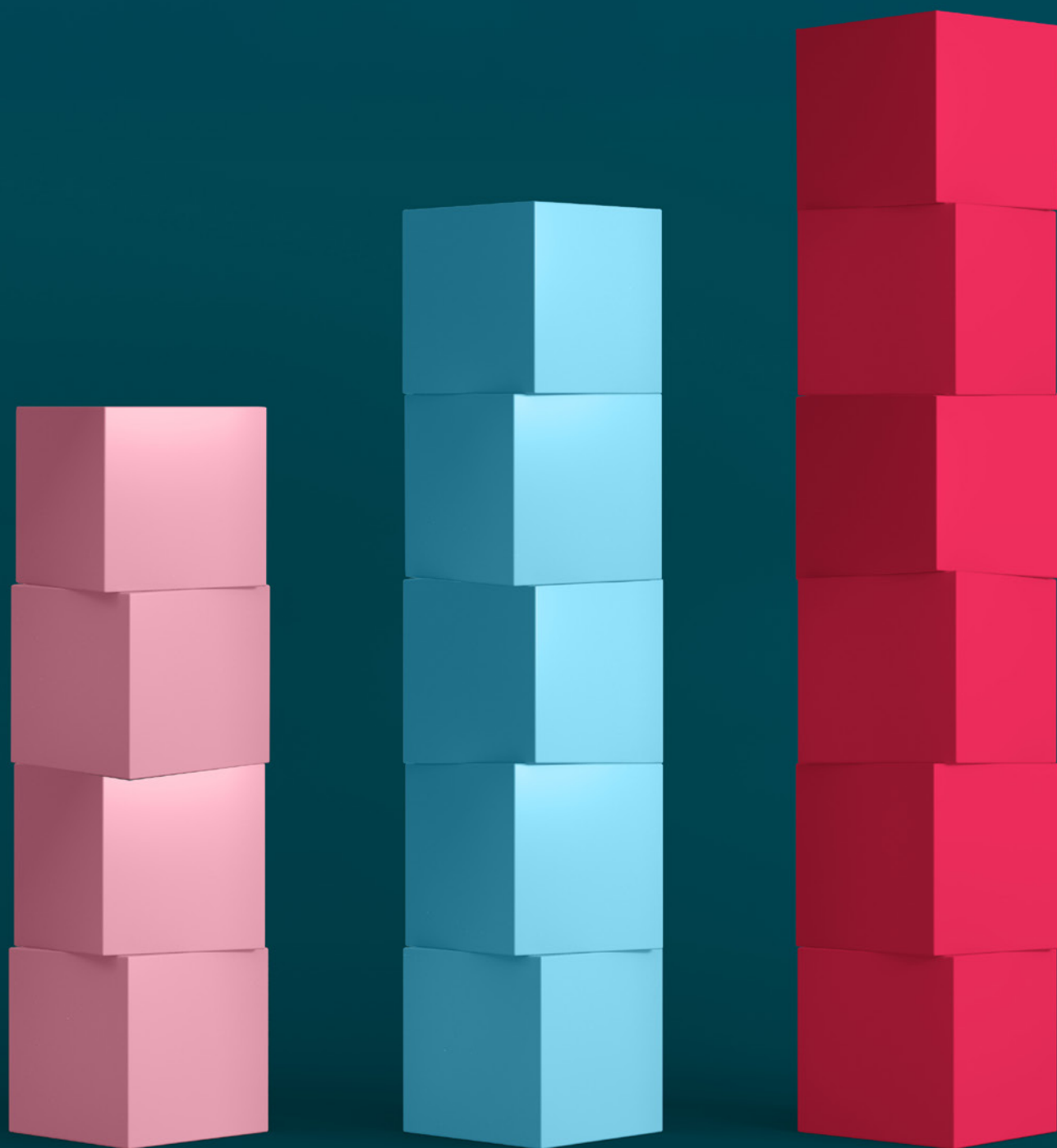




The Power of Partnerships

How to outsource business travel





In Deloitte's 2024 Global Outsourcing Survey, 40% of respondents expect investments in outsourcing to increase.

For small to medium enterprise businesses (SMEs), this boom in outsourcing is not just a trend. When companies need to focus on their key functions, outsourcing non-core tasks is the perfect blend that trims expenses while pumping up productivity.

Outsourcing with the right partner is the key to unlocking a team's potential for small businesses. By passing on routine tasks like HR or business travel to external specialists, internal resource time is freed up to tackle high-value business tasks.

As a travel management company (TMC) that specialises in helping SMEs succeed, we see this first-hand. Corporate Traveller can manage your travel program, bringing you the most value while your team focuses on the business.

Why should you consider outsourcing?

Value-added capabilities are becoming the primary reasons for outsourcing.



Improved access to talent (42%) and increasing customer demands (35%) were identified as the top reasons to outsource in a global business survey by Deloitte.

There has been a switch from using multiple suppliers for many tasks to working with a few focused partners across many aspects of the business portfolio. This builds trust and commitment, saves costs, and streamlines the path to achieving business objectives.

Outsourcing companies that pair cutting-edge technology with a service-based approach can be a strong ally in the dynamic business landscape. SMEs can thrive if they choose the right strategic partners to boost innovation and growth.

In this paper, we'll take a deep dive into how SMEs can partner with the right strategic businesses to turbocharge their business growth.

Let's dive in!



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New Zealand SMEs face unique challenges

SMEs drive innovation in developing new products and services and contribute to economic growth in New Zealand.

- 👉 SMEs account for over 97% of all New Zealand businesses.
- 👉 SMEs make up more than 99% of the real estate and financial services industries.
- 👉 About 68,000 new small businesses opened in 2024.

Source: (Ministry of Business, Innovation & Employment, 2024)

Small or medium-sized businesses face a number of challenges, from cash flow and access to finance to limited resources and talent acquisition.

These factors impact a company's ability to grow, and this is only amplified during times of rising inflation or pressure in the labour market and supply chain. An analysis by the University of Auckland states that small businesses **"are in a cost of doing business crisis"**, facing rising operational costs and lower consumer spending.

With a small team and limited budget, it's better to do it yourself, right? Well, it depends. SMEs need to focus on their strengths and work smarter. It's essential to keep internal employees building on your core competencies to achieve business success. Outsourcing can be a powerful strategy for remaining focused.



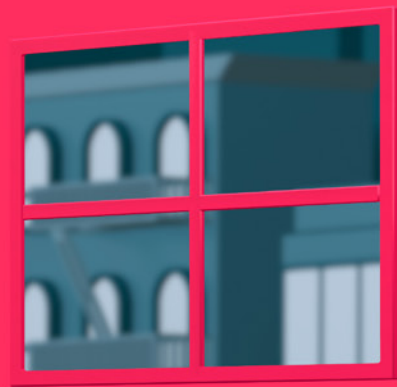
“A big business starts small.”

Richard Branson

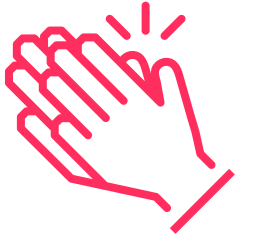
Turning business challenges into opportunities

The power of outsourcing

With SMEs facing challenges such as limited resources and a competitive market, it's crucial to find the right strategies and partners for support. With the right supplier, outsourcing can provide a wide range of additional benefits. You can scale without hefty recruitment costs and enjoy significant benefits.



Here are five ways that SMEs can turn travel challenges into opportunities through partnering with the right business:



1. Gaining expert advice on financial management

Business managers must remain informed about accessible resources, shifts in government policies, and other concepts that can help contain costs and maximise value. Outsourcing aspects of financial management to experienced professionals, along with seeking opportunities for better cash flow management, can help SMEs alleviate these challenges.

2. Accessing the best talent team

Finding and retaining qualified talent can be a challenge for small businesses, especially in competitive industries. Outsourcing travel management services can help you gain access to the top travel industry talent without a lengthy hiring process.

3. Staying ahead of digital transformation

Digital transformation is essential to remain competitive in today's tech-driven world and can also increase efficiencies and lower travel costs. However, companies may not have the expertise or resources to implement new tools and processes.

SMEs can stay ahead of the curve with outsourcing partners experienced in onboarding, technology training, and change management. Enjoy access to the latest travel tools, tech, and software without being responsible for upgrades, licensing, or maintenance.

4. Making your mark through global expansion

Expanding into global markets can be a lucrative opportunity, but it can also be very challenging. Outsourcing to experienced global expansion firms can help SMEs navigate the complexities of international trade and regulations with confidence.

Not to mention the travel involved! Small businesses can really benefit from an experienced TMC to handle the nitty-gritty. Negotiating the best travel deals, managing logistics, and securing the safety of your business travellers are essential to global expansion. This is all possible with a travel management company that has the experience, global network, and customer service credibility to manage the intricate balance of business travel.

5. Promoting sustainability

Sustainability is becoming increasingly important for businesses of all sizes. Sustainability services firms can help by assessing operations and guiding SMEs in adopting eco-friendly practices. Travel management companies can help you measure and offset your carbon footprint or find travel suppliers in alignment with your sustainability goals.

Common myths about outsourcing business travel

True decision-making comes with looking at the cost-benefit analysis of outsourcing travel. You don't want anything to mess up your balance sheets, so outsourced travel management services must be a good financial fit. Let's look at some common myths about outsourcing and the reality of what to expect.

Myth #1

Outsourcing is too expensive for SMEs.

Hiring a professional travel manager is an investment, but outsourced services provide businesses with specialised expertise and industry-specific knowledge, which can lead to a streamlined booking process, reduced travel expenses, and more support during a travel disruption.

Myth #2

Outsourcing only creates additional costs.

Not true! Business travel experts know how to get your travellers great perks and benefits, while also saving your company money. Is it better to save on a hotel booking, or pay a bit more if breakfast and transport are included? Those small expenses can add up. Travel industry experts can help you create a plan that suits your travellers and your top destinations.

Want to check the numbers yourself? Try out a **travel savings calculator** to estimate how much time and money you could save by using a travel management partner. In FY24, Corporate Traveller helped Kiwi customers save a total of \$1.2 million dollars on business travel.

By partnering with a travel manager, you can avoid the tasks of managing and training, while still getting travel expertise on your team. You can also save money on things like hiring fees, payroll, healthcare, and insurance.



Myth #3

You can't measure the ROI of outsourcing travel.

In fact, results like ROI can be measured for outsourcing, just like other business strategies or projects. Here's how you can ensure you get the most bang for your buck.

- **Set your objectives.** Establish specific goals with your TMC, like the particular actions and timelines you want to achieve.
- **Define tangible results.** Communicate measurable outcomes like increased revenue or travel expense savings.
- **Determine intangible results.** Share intangible aspirations such as an improved traveller experience or employee satisfaction.
- **Measure progress at regular intervals.** Stay on track by monitoring progress throughout the partnership.
- **Evaluate KPIs:** Assess key performance indicators to gauge success quarterly or annually.



When it comes to weighing the risks and benefits of engaging professional services, for me, it really comes down to what my goals are or what I'm trying to achieve. If I can achieve these goals by using a professional service, the benefits will always outweigh the potential risks.

Jeremy Willoughby, Director, Corso Interiors, Auckland



How can you get started outsourcing travel management?

Small businesses are used to balancing all the day-to-day activities, including travel, themselves, but this can get harder as you grow. Often, small business managers think they can take it all on themselves and save money in the process. However, time is a finite resource for business managers as well.

Regardless of your goals, reducing expenses, efficiency, or expanding travel frequency, a thoughtful plan is the backbone of successful travel management outsourcing.



Start with these simple steps to prepare for outsourcing business travel tasks:



Understand your current state

Know the ins and outs of your travel expenses and requirements. Estimate what you'll pay before you get the proposal.



Encourage healthy competition

Even if you're happy with your current TMC, making them compete for your business optimises pricing and service. It also provides insights from multiple organisations, helping identify efficiency opportunities and workflow improvements.



Craft the right agreement

The right terms and conditions are crucial to successful outsourcing. Avoid vague obligations.



Manage efficiently

Outsourced travel management requires basic review. Monthly performance checks and regular operational reports are key. Make adjustments based on real needs, not just for peak times.



Learn from changing conditions

The last several years have highlighted new operational opportunities. Remote work, job submission tools, and regular functional analysis can make outsourcing more beneficial operationally and financially.

Finding the perfect travel partner for outsourcing



SMEs will often wait until the breaking point or for a big milestone moment before deciding to outsource. But milestone events are constantly happening for SMEs!

Once you've accepted that you need help, how do you decide which travel tasks to outsource? It's easy. See where your internal team can deliver the most business success and what sucks most of their time, then delegate accordingly. Not an expert in business travel bookings?

Outsource it.

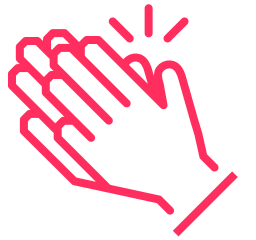


Partnerships are about finding people who share your vision and values, and who are willing to work together to achieve common goals.

Richard Branson



The next step is determining who to work with as your business travel partner. Here's how you can find the right fit for your business:



1. Use your network

Word of mouth is a fantastic way to identify potential TMCs, especially if they understand your industry and have worked successfully with other small businesses. Looking for travel management for **the entertainment industry**? Look no further! Don't be shy when it comes to researching prospective candidates, including reading reviews!

2. Lean on trusted connections

You don't trust just anyone with your business, and it can be tough to find suppliers with the right credentials and reputation. Look for a company that is in sync with your outlook, goals, and vision. Ask about their policies on data security, confidentiality, sustainability, and DEI.

3. Look for a proactive partner

It takes time to source the perfect partners and brief them on the history, challenges, goals and vision of the business. A good outsourcing partner will help drive this process, set targets, and demonstrate how they will be achieved and measured.

4. Meet often

It takes a while to build rapport and trust. Invest the time, and you'll reap the rewards!

5. Set up strong communication methods

Be transparent from the start. Make sure your shortlisted candidates have all the information they need in order to make a meaningful pitch. Put a strong service level agreement (SLA) in place, and commit to transparency and open, honest communication.

6. Ask about expected results

Yes, outsourcing costs money. It can also save plenty down the line in money, time, and stress! A strong contender will be able to easily articulate the value of working with them. Establish clear objectives and expectations in your SLA, leaving no room for disappointment later on.

7. Don't default to the lowest bidder

Remember the old saying, you get what you pay for? Conduct your due diligence and go with the best travel partner to suit your business.

8. Ask for a transition plan

Many teams are averse to change and might want to do things the way they've always been done. A skilled outsourcing partner can create a transition plan to manage employees through the changes carefully.

9. Keep control of your costs

Once you've got into a groove with your new routine, scope creep can happen quickly. Ask for regular reviews of your travel management costs.

Outsourcing travel management for simpler business travel

A travel management company can handle the nitty-gritty of travel, like flights, accommodation, and visas, across many complex itineraries. They provide proactive, affordable options and special deals while helping employees follow travel policies and resolving emergencies as they arise.



What TMCs bring to the table:

Travel policy advice

A TMC will help businesses design and implement a travel policy that suits their business objectives and their traveller needs. This process includes determining which fares and accommodations to book for frequent or VIP travellers.

Delivering savings and value

TMCs have strong buying power that can secure the best available rates and exclusive deals. These deals are generally out of reach for SMEs with unmanaged travel. Your travel supplier can also identify savings based on company travel data and help find value-added perks across your whole business travel program.

Prioritising duty-of-care

SMEs may be more flexible in terms of decision-making and the ability to get up and go, but traveller wellbeing and duty-of-care are still critical. A TMC can deliver peace of mind to travellers and business managers with real-time information and advice.

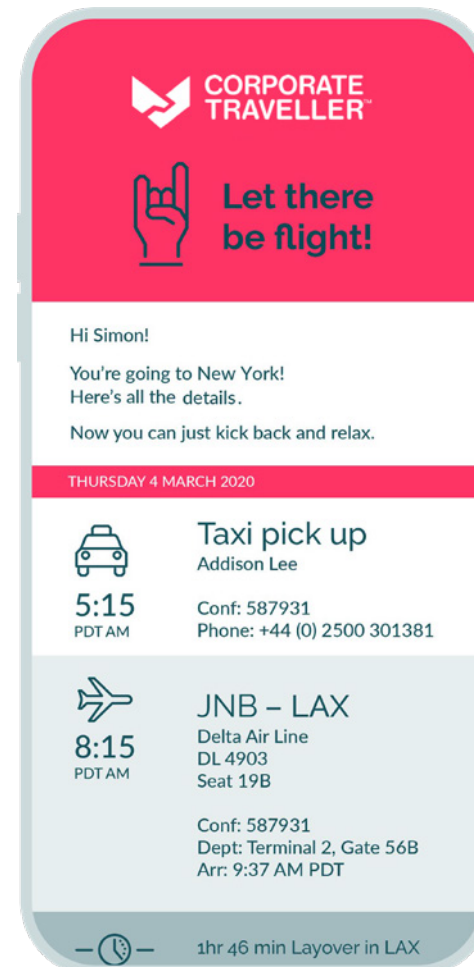


What does Corporate Traveller offer as a travel management company?

Corporate Traveller is a full-service TMC, offering a comprehensive and personalised approach. Our expertise is built on decades of experience in the business travel industry, and we're ready to support you with our local and global teams.

Corporate Traveller customers can enjoy:

-  **Independence:**
We're not affiliated with any particular travel supplier, providing a wider range of choices and better savings.
-  **Outstanding service:**
We're committed to providing excellence in service. This includes having **dedicated Travel Managers** who are experienced in their field, as well as 24/7 emergency support. Our Travel Managers have an average of 11 years of industry experience.
-  **Expert onboarding and training processes:**
We deliver a seamless experience for your entire team when getting started.
-  **Beyond-the-booking help:**
Our travel management support extends beyond just travel booking and assists customers with all aspects of a travel program, from developing and monitoring travel policy to negotiating deals with suppliers.



-  **Continuous optimisation:**
Constantly improving customers' travel programs using data from built-in next-generation reporting insights and account management.
-  **Valuable supplier relationships:**
A long-standing network of relationships with travel suppliers, which allows for negotiation of better rates and **exclusive deals** for customers.
-  **Clarity and transparency:**
Committed to being transparent with customers, where everything is defined upfront and there are no hidden costs.
-  **Scalable travel tech, reporting, and expensing capabilities:**
With scalable **all-in-one tech**, reporting, and chargebacks via a trading account to manage cash flow.



If you're a business managing travel on your own (or with another TMC), you might have these recurring questions:

- How can I save money on business travel?
- How can I gain more value from travel?
- How can business travel be more stress-free for me and my employees?

Corporate Traveller has the best playbook to achieve this. Backed by deep industry expertise and a global network, we'll review your travel program to confirm it is optimised for success.

That's why it isn't just about saving money. It's also boosting productivity, increasing opportunities, supporting peace of mind for your travellers, and enjoying great travel perks.

If you've just been sticking with the status quo, maybe it's time to dive deeper.

Ready to take your travel to the next level?

 [Talk to an expert](#)

