



PredictX & Influence at Work

Behaviour Science for an effective Travel Management Program

Driving compliance whilst ensuring happy travellers with behavioural science

Policy compliance is a key component of travel programmes. However, it does not always put the interest of the company or traveller first. For example, a six hour flight which ‘allows’ business class might not be appropriate for a team offsite whereas a 3 hour trip which only economy is ‘approved’ might not be appropriate for a sales leader flying to close a \$10million pitch who has had significant transatlantic travel previously and would benefit from a bit more tlc.

Segmenting Travellers to understand their travel pattern and drivers for change

PredictX looks at metrics that you already hold in your data. Some of these come from HR information held about the traveller (eg. job level or business function) and others come from trips that these travellers have taken in the past (eg. how many time zones they cross, how long they stay at the destination,

whether their trips tend to be internal or external) and uses data science to arrive at dynamic segments that define your travellers.

These segments are based on these metrics, and are statistically-derived based on who the traveller is and what they do. Examples of segments that we’ve had from some companies in the past have looked like this:

Infrequent travellers

Low-frequency travel

‘Bounce’ Travellers

Short stay, relatively frequent travel, relatively common long-haul, typical of a salesperson or senior consultant

‘On-site visitors’

Longer stay (>3 days), relatively common travel. Possibly more short-haul than the bounce travellers

Veterans

Senior in the organisation, high-frequency travel. Historical high-frequency travel. Possibly most travel for internal purposes.

Key Features

- Gain better insight into your travellers’ behaviour
- Utilise behavioural science to target your messaging at specific traveller groups
- Use data from TMC, HR, card and expense to group travellers up based on how they behave
- Encourage cost-saving behaviour in more effective ways
- Find hot-spots where small changes in behaviour lead to significant savings
- Measure the effectiveness of compliance projects
- Go beyond just ‘in or out of policy’

Using Behavioural Science to change behaviour

Segmentation is important, because studies show that communicating the right message to the wrong people produces a negative result. To help travel managers ensure that the right message hits the right people, PredictX have partnered with Influence at Work, leaders in behavioural science, to analyse behaviours of your travellers and identify opportunities to create savings with small changes in behaviour.

Some of these behaviours are simple, such as better advanced booking. Others are more complicated, such as removing loyalty driven purchasing

Influence at Work and PredictX will make recommendations on how we can speak to those specific segments in ways that they will be receptive to drive the desired behaviour.

Examples of methods could be:

Social norm:

Highlighting that a traveller's colleagues choose a specific option

Scarcity/loss aversion:

Book now to get the best location

Choice architecture:

Low fare options at beginning/end of list, placement of options in an OBT or other booking engine For low-frequency travellers - "Frequent travellers choose this option"

Where these methods are communication-based, the distribution, notification logic and responsiveness of the messaging is configured in PredictX. An example communication is shown below:

“A large body of behaviour science research exists about how to influence decisions and behaviours in predictable and measurable ways. Combining these insights with data science and traveller profiles provides Travel Managers with cutting edge ways to maximise value, increase traveller compliance and minimise costs and waste.”

Steve Martin

Influence at work

