

ABB & ABS: TWO TERMS, SAME APPROACH

ENHANCING TRAVELER EXPERIENCES THROUGH PERSONALIZATION: THE POWER OF ATTRIBUTE BASED BUYING IN CORPORATE TRAVEL

→ THE CONCEPT OF ATTRIBUTE BASED BUYING

There are two different terms floating around in the industry, attribute-based buying and attribute-based selling, but they both describe the same approach – just from two different sides (Corporate vs. Supply perspective). For simplicity, we will refer to Attribute Based Buying (ABB) in the following document.

The innovative approach of Attribute Based Buying is designed to cater to the evolving needs of different corporate traveler personas and global corporations to offer tailored negotiated programs, thereby driving higher booking channel adoption rates.

In today's dynamic landscape, where evolving traveler preferences vary widely based on trip context and expected on-property services, corporations face increasing pressure to provide customized content within their managed booking channels.

ABB enables companies to offer personalized booking experiences to their travelers by allowing travel buyers to tailor hotel solicitations and negotiate rates for specific attributes of a hotel stay. These attributes can include elements such as rate features, room type, amenities, services and even sustainability scores that meet travelers' individual preferences and needs. It optimizes the search and booking process by presenting these tailored hotel options in every corporate booking tool.

This concept is closely linked with New Distribution Capability (NDC), which enhances the data exchange between airlines and travel agents, making it easier to offer personalized travel experiences while reducing supplier distribution costs.

"ABB empowers guests with personalized stays, ensuring every traveler can tailor their experience to their unique preferences."

→ DATA & CONNECTIVITY: THE BACKBONE FOR ABB

Effective implementation of ABB relies heavily on advanced data analytics and connectivity systems. These technologies enable corporations to gather and analyze traveler data, providing insights that help deliver personalized recommendations for negotiated rates.

Traveler personas—data-driven profiles capturing varied preferences and behaviors—are crucial for this process. Corporate travelers range from road warriors and international commuters to sustainability-conscious employees and occasional travelers, each with distinct travel patterns and needs. An effective hotel program tailors offerings to meet the specific needs of each traveler persona. For some personas, sourcing certain attributes such as amenities drives them to book through managed channels, as these benefits are unavailable when booking outside (Maverick). Conversely, for other personas, excluding unnecessary attributes like flexible cancellation can lower rates, aligning costs with their specific needs.

→ ATTRIBUTE BASED BUYING AT EVERY POINT OF SALE

Addressing these needs through persona segmentation improves the booking experience, reducing complaints while mitigating deviation from preferred channels. Integrating persona-based insights in the procurement process and hotel sorting into Online Booking Engines (OBEs) such as SAP Concur, Amadeus Cytric, KDS and Onesto allows companies to tailor offerings to traveler preferences. For instance, event attendees may need flexible cancellation policies and specific amenities, while field workers might require hotels near highways with EV charging stations.

"We were astounded by the profound insights HRS provided into our traveler personas and behavioral patterns, revealing demands we hadn't addressed in our program before."

→ BENEFITS FOR CORPORATES

Corporates stand to gain significantly from ABB:

Enhanced Traveler Satisfaction: By providing personalized booking options, companies can improve the overall travel experience, leading to higher satisfaction and increased negotiated program adoption among employees.

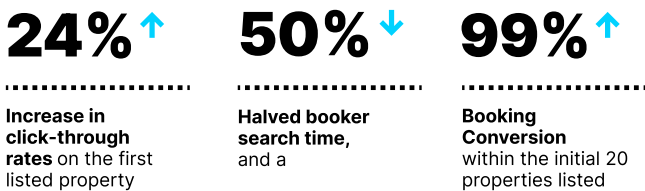
Improved Compliance: Tailored options that align with corporate travel policies ensure better compliance with the recommended self-booking service, reducing off-channel bookings.

Cost Efficiency: Data-driven insights help optimize travel spending and negotiate better rates for specific attributes, leading to cost savings as you only pay for what your travelers want and need.

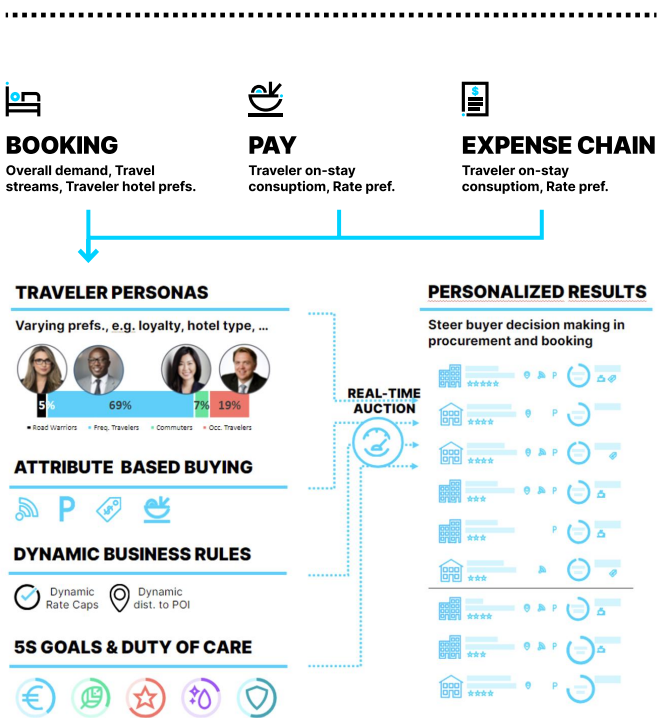
→ **WHAT BUYERS CAN EXPECT FROM HRS TO HELP THEM DEAL WITH ABB**

Building upon these newfound data analysis capabilities, HRS integrated persona insights into its procurement platform. This allows travel buyers to tailor hotel solicitations and negotiate attribute-based rates that meet travelers' needs based on demand patterns, resulting in a 15% savings off list prices for included amenities.

HRS will leverage its distribution technology to present attribute-based negotiated rates in real-time. Whether accessing the corporate booking tool or being assisted by TMC agents using HRS' agent desktop or API, travelers are matched to their behavioral cluster persona in real-time. When searching for a hotel, HRS' recommendation engine ranks preferred hotels based on individual traveler needs and corporate policy configurations. This has resulted in the following highlights:



“With HRS' new personalization capabilities in procurement, we've finally overcome limitations, paving the way for a much more scalable program.”



Watch the Video: [Travel Insights Studio Persona Insights](#)

→ **STEPS CORPORATE BUYERS CAN TAKE TO GET READY FOR AN ABB WORLD**

Integration and Training: Ensure the seamless configuration of OBEs based on procured rates and conduct training sessions to ensure employees can seamlessly use and benefit from attribute-based procurement and booking features.

Data and Collaboration: Utilizing data analytics to refine the program based on employee feedback and working closely with hotel partners to support and enhance ABB initiatives.

→ **THE HOTEL POINT OF VIEW**

From a hotel's perspective, Attribute Based Buying offers substantial advantages. By allowing guests to select specific room attributes, ABB enhances the guest experience and increases revenue through upselling. This personalized approach helps hotels meet modern traveler expectations, differentiate themselves in a competitive market, and track guest trends while also boosting loyalty.

To fully benefit from ABB, hotels should allocate annual investments into advanced booking systems and data analytics tools. Additionally, staff training is essential to ensure the effective implementation and use of ABB features. These investments and efforts not only increase ancillary revenue but also create unique, tailored experiences that set hotels apart from competitors, attracting more guests and fostering loyalty.

→ **CONCLUSION**

Attribute Based Buying represents the future of corporate travel, driving higher satisfaction, compliance, and cost efficiency. By leveraging data and personalization, corporations and hotels can meet modern traveler expectations, setting the stage for a new era in corporate travel management.

→ **READY TO TRANSFORM YOUR CORPORATE TRAVEL PROGRAM WITH ATTRIBUTE BASED BUYING?**

Connect with us today to explore tailored solutions that meet your unique needs. Corporates and hotels alike, let's partner to deliver unparalleled, personalized travel experiences. Reach out now to learn more and start your journey towards a more efficient and traveler-centric future!

👉 **GET IN TOUCH WITH OUR SOLUTION EXPERTS** →