HRS

HRS TRAVEL INSIGHTS SUITE
# THE AI-DRIVEN COCKPIT TO STEER LODGING PROGRAMS

MANAGING CORPORATE TRAVEL PROGRAMS CAN BE CHALLENGING – THE HRS TRAVEL INSIGHTS SUITE SIMPLIFIES THE PROCESS!

Travel program leaders can now take on the role of a "Travel CEO" by enhancing their lodging program and aligning it with their company's strategic objectives. They no longer need to dive into complex data operations; instead, they effortlessly access data-driven insights. This transformation turns them into visionary leaders who cater to the diverse needs of their travelers.

Orchestrating and optimizing the business travel category in an increasingly complex ecosystem is nearly impossible today due to to a range of prevailing factors:

1. No single source of data truth
2. No clear highlighting of issues
3. No recommendations how to address these issues
4. No easy implementation of initiatives

Recognizing the limitations of human capacity in handling vast data volumes, HRS' Lodging-as-a-Service platform, powered by AI, breaks down these barriers. It captures data at every traveler's stage, providing a comprehensive view that empowers travel managers with proactive recommendations and real-time insights, guiding their programs to new levels of success.
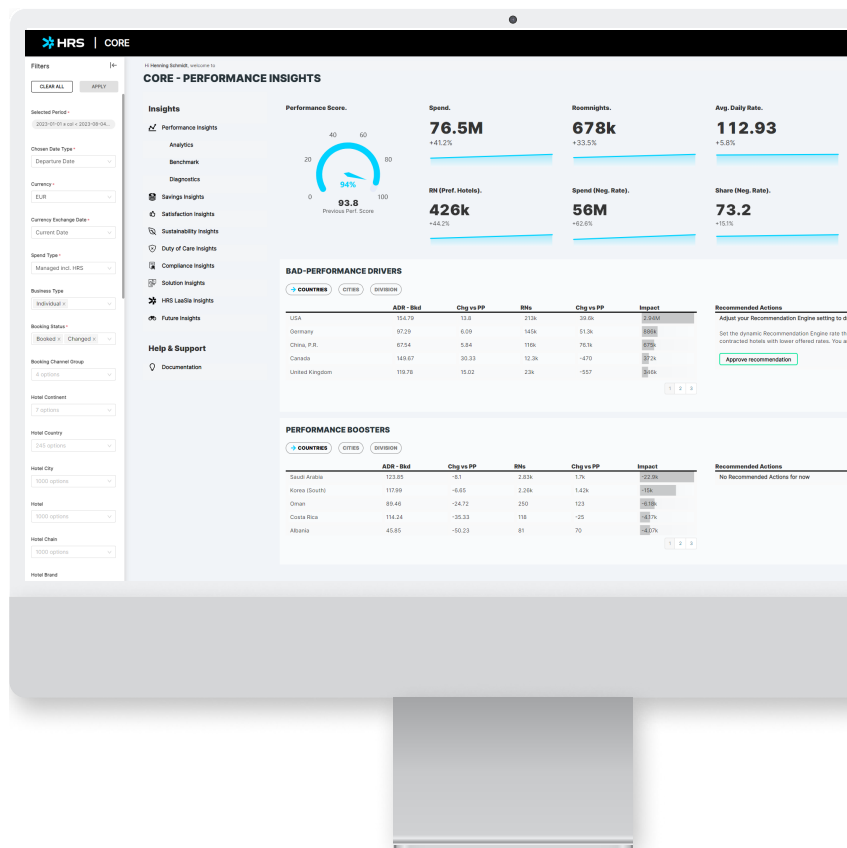
YOUR TOP CHALLENGES

Using legacy systems in modern lodging management generates MORE challenges:

→ **More Data Complexity:** Corporations often struggle with handling data from on average five distinct sources, each with varying formats, suppliers, and fluctuating volumes.

Fragmentation of Data makes a single source of truth nearly unachievable or only with significant effort.

Unconsolidated & duplicated data disables seeing the whole picture, conducting root cause analyses, and identifying issue drivers.

Missing or erroneous, non-integrated data information (max. Level 2 capable) offers no insights and leads to suboptimal target achievement.

→ **More Lodging Segments:** Corporations are witnessing growth in managed lodging segments, including transient stays, extended stays, meetings & groups, and workspaces. This expansion multiplies the sources and types of supply that need management and optimization.

→ **More Traveler preferences:** Traveler preferences have diversified, emphasizing personalized experiences as the new standard.

→ **More Objectives:** While cost savings were paramount in the past, contemporary travel program optimization focuses on traveler satisfaction, sustainability, duty of care (safety and security), and compliance.

HOW THE TRAVEL INSIGHTS SUITE SUPPORTS YOU

The Lodging-as-a-Service Platform elevates Programs with AI-Driven Decision Making.

Highlighting Issue Drivers: HRS' Lodging-as-a-Service platform acts as the intelligent "brain" for lodging programs, automatically identifying and highlighting potential issues, that could hinder the achievement of their program goals - and it goes further.

AI-Triggered Recommendations: The smart technology also suggests next-best-actions to resolve these issues for optimized procurement strategies and booking tool configurations to guide traveler behavior - without requiring manual intervention of a travel manager.

Benchmarking & Predictive Analytics: By automatically analyzing travel program data, the platform provides travel managers with meaningful insights, allowing them to conduct peer group benchmarking and predictive

behavioral analytics on market rate developments, suppliers and travelers to enhance cost savings and risk mitigation.

Unified & Augmented Level 4 Data: All these features are based on a single source of data truth. The platform collects and connects comprehensive real-time data reaching beyond transactional Level 2 to the richer Level 4 depth, including granular invoice data and carbon emissions, across all lodging segments.

Covering All Strategic Objectives: From cost savings and performance metrics to duty of care considerations, the user-friendly end-to-end platform supports travel program leaders in managing their lodging program across all strategic objectives, providing them with easy-to-understand insights modules:

PERFORMANCE
→ Overview of traditional Metrics

SAVINGS
→ Financial impacts and drivers

SUSTAINABILITY
→ Footprints and Financial Impact

SATISFACTION
→ Supplier Performance with travelers

DUTY OF CARE
→ Safety and Security of Travelers

COMPLIANCE
→ Travelers and Suppliers on Point

SOLUTIONS
→ Benefits through HRS Solutions & SLAs

FUTURE
→ Market Developments for Prices & Volume

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Each Insights Module follows the same simple and unified structure, reducing the time spent in learning the tool and increasing the time spent in enhancing the traveler's experience. Users have full data visibility, selecting relevant KPIs, and configuring performance scores that align with their company's objectives.

OVERVIEW

Users get an overview about your most important KPIs, how they perform vs. program goals and which countries, cities, divisions drive most issues.

ANALYTICS

Users can analyze the performance/ behavior over time, identify changes for specific topics and compare them with other dimensions.

BENCHMARKS

Users are empowered to compare their performance vs. peers by leveraging the biggest benchmarking database and learn about relevant market trends.

DIAGNOSTICS

HRS's innovative 4-field-matrix approach helps to easily understand which segments of the program impact the performance in which direction.

A corporation's travel program is unique and unlike any other. Their questions are as unique as their internal structure and processes. Therefore, the Travel Insights Suite was designed to be as customizable as possible, allowing corporations to tailor data access, KPIs, and performance measurement to their unique needs.
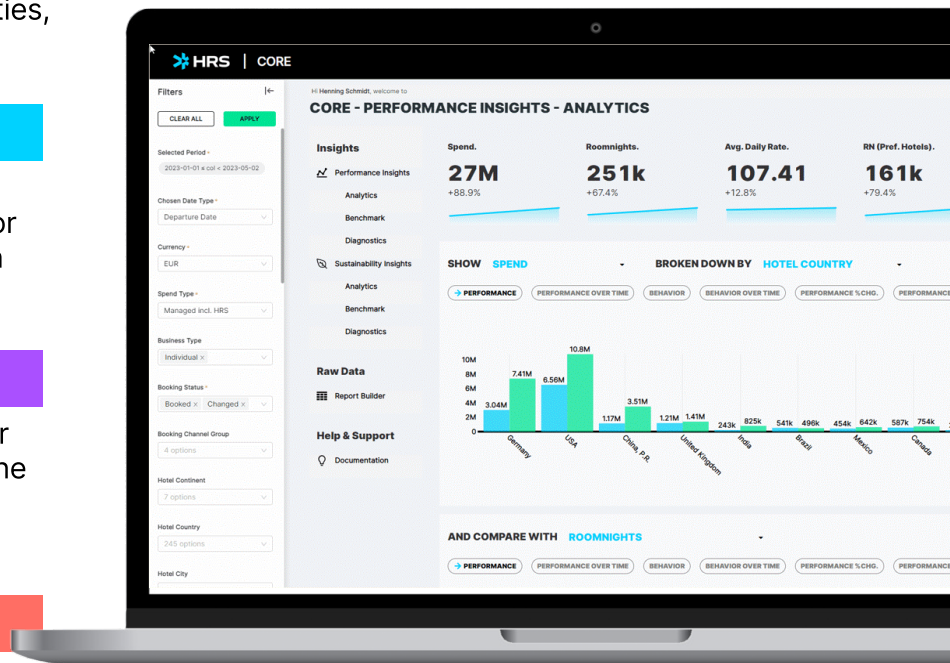
WHAT YOU CAN EXPECT NOW & IN FUTURE →

SIMPLICITY

The Travel Insights Suite embodies a user-friendly interface coupled with comprehensible functionality. Intricacies are discreetly managed, and guidance is distinctly elucidated. Consequently, users can independently access required information in their preferred format without external data specialists' manual report generation.

TRANSPARENCY

Users have full control and transparency on every single aspect along the booker/traveler journey from Procure-to-Expense to work on the right things straight away. The most pressing topics are highlighted, and teams are enabled to understand root causes of travel program performance development to be able to work on counter measures.

EFFICIENCY

Higher travel ecosystem complexity needs to be dealt with by smaller teams, making increasing management- & process efficiency a key objective of most travel setups. The platform helps travel teams to make the right decisions by suggesting the next best actions to reach their objectives and steer performance to the desired levels – with minimum effort.

SCENARIO BUILDER PREDICTS IMPACT OF CHANGES TO PROGRAM PRIORITIES

The Travel Insights Suite provide travel program leaders with recommendations based on predefined KPIs, but as objectives and priorities continue to evolve, the ability to adapt becomes paramount. If they are uncertain about whether they want to implement these focus shifts, how to do so, and how to anticipate what impact these changes may have, they have the platform's Scenario Builder at their fingertips.

Fueled by real-time data, the Scenario Builder facilitates travel program leaders to calibrate five fundamental dimensions of safety, satisfaction, savings, security, and sustainability to curate an optimal lodging portfolio and to manage risk. By leveraging AI-driven projections to simulate the implications of shifting priorities, it delivers a nuanced understanding that empowers travel program leaders to make informed decisions with a heightened sense of confidence.

The future of corporate travel management is here, driven by AI-powered insights and strategic foresight. Corporations can elevate their programs, redefine success, and navigate the evolving landscape with confidence.

AT A GLANCE

CHALLENGES	VALUE DRIVERS	FEATURES
➔ Outdated systems & disconnected, duplicated data ➔ Sprawling an array of data sources & formats ➔ Missing or erroneous data information ➔ Multiple adverse strategic objectives	➔ Single source-of-truth with Level 4 Data ➔ Real-time & predictive data insights ➔ AI-Triggered recommendation of next-best actions ➔ Optimization of procurement strategies and booking tool configurations	➔ Data matching, consolidation, and unification ➔ KPI Overview ➔ Performance Scores ➔ Issue Drivers ➔ Analytics ➔ Benchmarks ➔ Diagnostics

HOW YOU CAN GET ACCESS TO THE TRAVEL INSIGHTS SUITE

The new technology is offered at no cost to HRS Corporate Clients using the full breadth of the company's end-to-end Procure-to-Pay Platform. They can request their login data by contacting their respective Account Executive or Customer Success Manager.

All other corporations interested in the platform solution can contact our HRS Sales Experts here:

➔ **hrs.com/enterprise/about/contact-us/**