



# Building stronger more profitable relationships using Travelport Exclusive Rates

## Company profile

Employees

 **544**  
across Europe

Footprint

 UK, Ireland  
and the  
Netherlands

Size of business

 **8th**  
largest corporate travel  
agency in the UK

## More value for Clarity customers

- Negotiated rates for clients with smaller travel spend
- Increased SME client loyalty and revenues
- New competitive advantage vs. online travel agencies
- No additional resources required in house

## The challenge

Clarity is the UK's 8th largest corporate travel agency. Combining 60 years of travel experience with investments in game-changing travel technologies, the organization delivers travel services and solutions that are closely aligned with its clients' business objectives. Clarity's core mission is to deliver the greatest possible value for every client, which is reflected in £5 of client savings for every £1 the company earns in fees.

Clarity offers excellent quality, high-touch services for corporate customers, including special negotiated hotel rates. However, these rates were not previously available to all customers across the company's portfolio, including customers booking lower room volumes.

Julia Clark, Clarity's Head of Systems and Process, says, "Some customers couldn't previously access negotiated rates, which meant we couldn't add value for them, and they were more likely to make self-service bookings via online travel agencies. We wanted to offer great negotiated rates to all clients across our portfolio, regardless of their travel budgets, to maximize satisfaction, retention, and revenues."

“By integrating Travelport Exclusive Rates into the platform, we are delivering even more value for clients on the hub, which will lead to greater loyalty and new revenue opportunities”

Julia Clark, Head of Systems and Process

## The solution

To maximize value for every customer, Clarity has implemented Travelport Exclusive Rates: a process that was fast and easy. “It was just a question of adding the codes into the system along with the Travelport logo,” says Julia. “The whole process only took a few moments, and we sent out a one-page communication to get consultants booking the codes.”

Initially, Travelport Exclusive Rates was deployed across Clarity’s offline booking channels, and it has now been deployed across all online platforms as well. “We used our offline channels to build a business case for rolling out Travelport Exclusive Rates across the business, and we’ve now gone live across all our platforms and booking tools.”

With Travelport Exclusive Rates, Clarity can now offer negotiated rates to SME customers with more limited travel budgets. “We’ve integrated Travelport Exclusive Rates into Clarity Hub, which is our service platform used by around 350 small and medium-sized enterprise (SME) customers,” says Julia. “As a result, these customers can book exclusive, preferential rates that have been negotiated by Travelport, either through an agent or using our online booking tool.”

“Travelport Exclusive Rates makes us even more competitive and reduces the risk of clients going off and benchmarking other sites, or booking elsewhere.”

Julia Clark, Head of Systems and Process

## Results

With Travelport Exclusive Rates, Clarity is able to provide greater value for its customers, fostering higher levels of loyalty and satisfaction. “The fact that we couldn’t previously deliver negotiated rates for some customers didn’t align with our core mission to maximize value for every client,” says Julia. “Because we put customer service at the heart of everything we do, we’re delighted to be able to offer negotiated rates even for clients with the lowest annual travel budgets.”

The enhanced service experience for Clarity Hub customers will ultimately convert into new revenue opportunities for Clarity. “We built Clarity Hub to offer high-touch, high-value services for SME customers, which will result in stronger, more profitable client relationships,” explains Julia. “By integrating Travelport Exclusive Rates into the platform, we are delivering even more value for clients on the Hub, which will lead to greater loyalty and new revenue opportunities.”

In particular, customers will be far less likely to make “DIY” bookings using online travel agencies. “We always want the best content on our platforms to ensure that clients book via our agents or our online platform,” says Julia. “In this regard, Travelport Exclusive Rates makes us even more competitive and reduces the risk of clients going off and benchmarking other sites, or booking elsewhere.”

Finally, Clarity has been able to deliver negotiated rates with no additional in-house resources. “With Travelport Exclusive Rates, all this was done for us, which means we can deliver all that new value for our customers with almost no additional effort from our side,” says Julia. “The product gives us even higher returns on our Travelport investments, which is great news for our business.”

Travelport Exclusive Rates are available now for all B2B agencies to shop and book on Travelport Apollo, Travelport Galileo and Travelport Worldspan, and through all Travelport point-of-sale products using rate access code 4TM. Visit [travelport.com/exclusive-rates](http://travelport.com/exclusive-rates) for more information.

