

The **World Intellectual Property Organization (WIPO)** employs approximately 1,300 employees and views employee mobility as essential. In order to offer a simple and flexible online booking tool, WIPO selected Traveledoo Enterprise, enabling it to manage the flow of travellers in the organization while adhering to established travel policies.

The challenge: simplifying and optimising professional travel management

WIPO's Section of Travels and Administration of Missions is responsible for staff and third-party travel, and budgetary control of events. This section has the organisation's third-highest area of expenditure. Travel is mainly organised for people moving to and from the Geneva headquarters.

The department's biggest challenge was planning travel while staying within budgetary constraints and rules imposed by the UN. The objective was to lower these costs without having any negative impact on operations.

"We want to find ways to save money but also we want to simplify the work process, reduce the time taken by all the administrative, and to support online bookings instead of going through the travel agency," explains Neïla Krifi. There was a pressing need to combine

efficient IT tools and to integrate them into WIPO's existing and future applications.

WIPO chooses Traveledoo: a flexible online booking tool combined with unique support

Following an invitation to tender, WIPO chose Traveledoo to implement Traveledoo Enterprise, an Online Booking Tool (OBT) that simplifies travel bookings and offers a simple and reliable purchasing experience.

"The solution had to be easily integrated with our current travel agency's system. One of the key points of this invitation-to-tender was to implement something tailored for our needs instead of a standard solution provided by a travel agency," says Raphaël Blanc.

WIPO also chose to change the travel agency during the project implementation; this occurred with no impact on normal services. ***"Traveledoo took responsibility for all coordination between the agencies for us,"*** explains Blanc.

Traveledoo managed all transfers, working with our travel agency. They knew how to work in an independent and autonomous manner that saved us a lot of time since we did not have to liaise with the two entities.

PROFILE AND IDENTITY

As an integral part of the United Nations (UN), the **World Intellectual Property Organization (WIPO)** is the entity responsible for managing the international legal framework.

Based in Geneva, Switzerland, WIPO organizes numerous missions, conferences and assemblies throughout the year.

Neïla Krifi leads the Travel and Administration of Missions section at WIPO and together with **Raphaël Blanc, the project manager leading the Traveledoo implementation**, they successfully managed the transition towards an online booking solution.



Traveldoo understood our needs all the way through the invitation-to-tender phase. From the beginning, they matched our expectations and reassured us we had made the right choice for a simple and flexible solution and had a team of readily available people who were very keen to listen.

Steps towards successful implementation and adoption

A project perfectly led by WIPO and Traveldoo

With a dedicated project manager and support team, Traveldoo knew how to assist WIPO during the change-management phase. The team created an email and advertising campaign on the company's intranet with user guides, videos announcing the implementation of new tools, and available training programs. It was essential that the Traveldoo solution was adopted by all and was easy to use.

Training was organized with staff even before the Online Booking Tool was launched. Employees benefited from demos and practical sessions, allowing them to better familiarize themselves with the solution. A pilot test was successfully carried out at the time of WIPO's Annual Assembly meeting.

An integrated and optimised travel policy for simplified and optimal use

Since 1 December 2014, Traveldoo Enterprise has been used by WIPO and has been a great success, operating without complications. ***“From a performance standpoint we were above a 60% adoption rate after four months of implementation,”*** says Neïla Krifi.

User satisfaction is clear, with lots of positive feedback from staff as well as managers. Traveldoo Enterprise made it possible for WIPO to optimize its travel policy while improving users' self-service capabilities, especially for administrative assistants. Managers now have a better visibility of online bookings that their assistants make and can use the OBT themselves.

Quality service and support

Today, Traveldoo Enterprise is deployed across the company's operations and teams are autonomous. The time saved on bookings and administrative procedures is clear and its success is validated by a growing number of bookings.

“All these points are success indicators, independent of the financial aspect” says Neïla Krifi. The success is also due to the close cooperation with Traveldoo, leaning on its support and expertise. ***“Traveldoo followed us throughout this project,”*** says Raphaël Blanc. ***“We always kept in contact and received the right answers. It was a good experience generally and we thank the teams that invested in this project as it all went very well.”***

KEY FIGURES *

60% rate of adoption after just four months of use.

Average cost of total transactions: down 21%

Average cost of agencies transactions: down 36%

Average cost of travel tickets: down 9%

* Decrease noted in August 2015 compared to average cost recorded in August 2014.

In use across regions

Today the Traveldoo team focuses on improving the Online Booking Tool and on integration with WIPO's back-office software. For its part, WIPO is maximizing the advantages of the Traveldoo online solution which is now used across its regional offices.

