

Traveller & Travel Booker Survey Template & Benchmark Service

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The ITM Traveller Booker Survey Benchmark Service

This survey template has been created by the ITM Research Working Party as an example of best practice traveller and traveller booker surveys for use by members. Please take this template and use it as you wish within your organisations or with clients.

In addition ITM can offer you the chance to benchmark specific travel booker survey responses against the ITM member industry average for a cost of just £350 + VAT per benchmark through ITM Research.

All you have to do is collate the responses to the 10 "benchmark" questions highlighted below and forward them to erica.wilkinson@itm.org.uk with payment and ITM Research will provide you with graphical results of your responses against the industry average.*

This will allow you to truly measure the responses to your survey against expectation. If, for example, the average industry response to the question about the preferred booking method shows a score that 60% prefer SBTs but your results compare to that at just 30% you can use this information to judge whether your self booking tool, or the communication around it, are sufficient for your business. A higher than average response regarding TMC service will allow you to demonstrate a superior service against the industry average by your TMC to internal stakeholders. A lower than expected comparison to industry average could prompt a service review or even an RFP. The industry average scores could even act as your SLA targets with your TMC and form part of the financial agreement for reward and recognition.

The questions chosen will allow you to benchmark booking methodology, service delivery, booking accuracy, TMC experience, emergency contacts and service. All of these are invaluable in judging the service provided by your TMC and emergency service provider against the industry average.

** Industry average refers to a minimum of 10 company responses from existing ITM members.*

The ITM Traveller & Travel Booker Survey Template

Question	Drop down / text	Possible answers
Section 1 – Respondent Profile		
Work country	Drop down	(insert your company locations) Other
Your role	Drop down	Only arrange travel for others – Please answer Sections 2, 3 & 10. Travel but do not arrange – Please answer all sections except Section 2. Travel and arrange your own travel
If you are a traveller, how many times a month do you generally travel on business?	Drop down	Once Twice More than twice Less frequently
Section 2 – Company X travel programme		
Do you know where to find details on the company T&E policy?	Drop down	Yes No I think so
Are you aware of the content of the T&E policy?	Drop down	Yes No More or less
Do you know where to find information on the company business travel insurance cover?	Drop down	Yes No I think so
Any other comments on travel policy	Text	
Section 3 – Travel/Hotel booking agency feedback		
Which travel agency do you book your travel through?	Drop down	(insert preferred TMC) (insert other preferred TMC if different across different regions) Other
If other please note which agency	Text	

Section 3 – Travel/Hotel booking agency feedback cont.		
How do you prefer to book with your chosen agency	Drop down	By Phone By e-mail By fax By Self-Booking Tool
If by phone/fax or e-mail are you answered promptly	Check box	1 – 5 (with 5 being highest and 1 the lowest)
Are the team that provide your travel service friendly & efficient?	Check box	1 – 5 (with 5 being highest and 1 the lowest)
Are the team knowledgeable?	Check box	1 – 5 (with 5 being highest and 1 the lowest)
Are your travel reservations accurate & error free?	Check box	1 – 5 (with 5 being highest and 1 the lowest)
Do you feel you always get access to the best prices buying through this travel agency?	Check box	1 – 5 (with 5 being highest and 1 the lowest)
If No please give further details	Text	
Please rate your overall travel agency experience		1 – 5 (with 5 being highest and 1 the lowest)
Any other comments on the travel agency	Text	
Section 4 – Emergency travel services		
Are you aware of what to do in an emergency whilst travelling?	Drop down	Yes No Other (Please specify)
If you have had to use the emergency services provided by our emergency travel provider at any point in the last 6 months how did you rate them?	Check box	1 – 5 (with 5 being highest and 1 the lowest)
Section 5 – The airlines you travel with		
Based on your business travel experiences please rate the following airlines on overall travel experience	(Include all preferred airlines only) Other – please state	1 – 5 (with 5 being the highest and 1 being the lowest)
Do you have a preferred airline?	Drop down	(Include all preferred airlines) Other
If Yes, why this airline?	Text	
Any other comments relating to air travel	Text	

Section 6 – The rail companies you travel with

Based on your business travel experiences please rate the following airlines on overall travel experience	(Include all rail carriers only) Other – please state	1 – 5 (with 5 being the highest and 1 being the lowest)
Do you have a preferred rail company?	Drop down	(Include all rail providers) Other
If Yes, why this rail company?	Text	
Any other comments relating to rail travel	Text	

Section 7 – The car hire companies you use

Based on your business travel experiences please rate the following car hire providers on overall travel experience	(Include all car hire providers only) Other – please state	1 – 5 (with 5 being the highest and 1 being the lowest)
Do you have a preferred car hire company?	Drop down	(Include all car hire providers) Other
If Yes, why this car hire company?	Text	
Any other comments relating to car hire	Text	

Section 8 – The hotels you stay in

How do you/your arranger book hotels?	Drop down	Via the travel agency/hotel booking agency Direct with the hotel Via the local company office On the web Other
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You now have the chance to select 3 hotels from the company preferred programme to provide feedback on, a free text box is provided if you wish to provide further feedback or feedback on hotels outside of Europe

Based on your business travel experiences please rate the following hotels on overall travel experience	List of preferred hotels	1 – 5 (with 5 being the highest and 1 being the lowest)
	List of preferred hotels	1 – 5 (with 5 being the highest and 1 being the lowest)
	List of preferred hotels	1 – 5 (with 5 being the highest and 1 being the lowest)
Are there any hotels that you would like to see included on the company preferred hotel programme?	City Name of hotel	Text box Text box
Any other comments relating to hotels	Text	

Section 9 – To ensure we know how to develop the company travel programme, help us to understand why you travel on business?

Whats the main reason for the majority of your travel?	Drop down list of reasons	Team in another location Internal meetings External meetings – ie client / supplier Trade shows Training Regional role requiring presence at different offices Other
If you travel to attend an internal meeting, how do you decide to travel versus using video conference/audio conference / webex?	Drop down list of reasons	I'm expected to attend in person Business is more efficient face to face I need to be in front of my colleague to build the working relationship I always travel, don't consider alternatives Other
Do you have access to video conference facilities?	Check box	Yes / No
If Yes do the facilities meet your needs? Haven't used	Check box	Yes No

Section 10 – Thank you for your valuable feedback, every opinion helps us to build a great business travel programme for (Insert Company)

Do you have any suggestions for changes to the travel programme / future enhancements?	Text	
Any other feedback?	Text	
Would you like to discuss your feedback further	Yes / No	
If Yes please provide your email address	Text	

ITM Research

ITM Research was established in November 2005 as one of the foundation stones of ITM's future development. The surveys, questions and commentary are created by the Research Working Party, comprising of ITM board representatives and individual supplier and buyer members. The ITM Research Working Party works in partnership with Argate Consulting, who act as advisors, facilitators, statisticians and publishers to ITM to provide the ITM Research surveys and reports.

ITM Research Survey types

ITM Research undertakes three survey types throughout the year.

Snapshot Surveys – undertaken three times a year across the ITM Research Buyers' Panel, these surveys comprise of approximately 10 questions on a single subject matter.

Commissioned Surveys – Undertaken up to a maximum of twice a year across the ITM buyer membership plus an additional twice a year across the supplier membership, these surveys are wholly commissioned and produced in association with a single sponsor company. Results are not necessarily published.

Benchmark Reports – Subject to requirement, ITM Research can test your travel management programme against others in the industry. Prices are upon application.

To discuss your research requirements with ITM for any of the survey types above please contact: paul.tilstone@itm.org.uk.

Note:

The information provided in this document was correct at the time of going to print. It is also a recommended guide by ITM and not presented as a definitive guide for sole application to your business. ITM always recommends seeking external, professional advice if you are unsure about any aspect of your travel programme.