

Online chat delivers efficiency gains with Scout

In a fast-moving world, automation and empowerment to self-serve are critical to time-poor employees. Recognising the evolving needs of Travel Arrangers and self-bookers, CTM introduced an AI-enabled service chatbot, Scout, within the CTM Portal.

With the ability to handle common travel tasks effortlessly, such as making a booking or processing cancellations, Scout also provides easy online access to bespoke service requests via Agent Chat. By leveraging Scout's chat feature, Travel Arrangers can connect quickly to a service agent for instant online support, bypassing phone queues and email inboxes.

For one CTM customer, Scout exceeded all expectations, with users regaining valuable time in their day.

“I just wanted to pass on that I have been absolutely loving the consultant chat! It saves so much time as I am able to smash out work while waiting for a consultant (rather than listening to hold music) and the ladies have been incredible on it! It's an awesome feature.”

CTM mining & resource customer



14% savings with
fare forecasting
technology

Ensuring travellers are making the most cost-effective choices at the time of booking is a common objective for many companies. CTM recognised there was a more efficient way for customers to compare flight prices across a window of time in a single search; empowering Travel Bookers to make more informed decisions about the most cost-effective time to travel without making multiple searches.

CTM's customer, Challenger, was the first corporate customer to implement Fare Forecaster as a means to reduce overall travel costs by improving the buying behaviour of travellers and Travel Bookers. Presenting the best airfares across multiple days on travel, Fare Forecaster integrates Challenger's corporate negotiated deals and policy preferences alongside GDS and API content to give a complete view of the most affordable time to travel in a single search.

The implementation of Fare Forecaster saw Challenger reduce air spend by 14% within three months.

“Challenger continues to seek the best return on its investments in technology. Partnering with CTM to implement Fare Forecaster was a commonsense decision that met our needs in achieving this goal.”

— Head of Performance Management, Challenger Group Limited.

Dedicated travel teams deliver 24/7 service continuity

For many businesses, access to quality, continuous 24/7 travel expertise is critical to delivering continuity of business operations. Through extensive customer consultation, CTM recognised the importance of providing round-the-clock, expert travel support to their customer's workforce, while ensuring an intricate understanding of the customer's business and operational needs, policy configuration, supplier preferences, and the unique needs and preferences of a diverse travelling workforce. To ensure complete continuity of service accessibility, CTM provided a dedicated, collaborative team of Travel Consultants to offer continuous service support.

“The service experience provided and standards we expect from CTM have always been critical to our business success. Our preferred suppliers need to understand our business and how critical their turnaround times, accuracy, clear communication and value are to us. We have really enjoyed our CTM team of consultants. We now have no ‘downtime’ when a consultant is out of the office, as the entire team knows our policy and our travellers’ needs. This always gives us excellent service continuity, which makes my role just that little bit easier.”

—— CTM engineering customer



Integrated tech
ecosystem
supports \$500k
savings

Select all the required services for this itinerary

☒ FLIGHT ☐ HOTEL ☐ CAR

Add travellers for this itinerary

John Smith

[Add a guest traveller](#)

Fight 1

Sydney (Kingsford...) Los Angeles Intern... 07 Apr 2020 7:00am

Fight 2

Los Angeles Inter... Sydney (Kingsford...) 10 Apr 2020 5:00pm

Reason for Travel

CLIENT MEETING

Order Number

12399874

Search

[Clear all searches](#)

CTM was presented with the opportunity to overhaul a customer's inefficient travel program, to deliver savings, increase efficiency, accountability and user experience. CTM's approach focused on decentralising the travel booking process by empowering individual employees to self-book policy compliant travel and manage approvals and reporting within an integrated technology ecosystem.

This travel program redesign involved reviewing policies to identify cost savings opportunities, implementing an online booking tool with online approvals and integrating pre- and post-trip reporting.

To facilitate the program's redesign and relaunch, CTM conducted comprehensive training sessions, educating travellers on new travel policies, cost-effective booking behaviours and creating a clear escalation process for out-of-policy bookings. An automated approval system streamlined booking workflows for greater efficiency. The results were transformative; a significant reduction in the traditional booking team's workload, enabling a focus on complex itineraries, and increased empowerment and efficiency for individual travellers.

Online bookings surged from 70% to 86%, contributing to over AUD\$529,000 savings.

"CTM held our hand through the process – training on the booking tool was clear and concise, and the entire exercise could not have run more smoothly."

CTM food manufacturing customer

Consolidated business, meetings & events travel program

Sanitarium's seamless collaboration with CTM proved to be a game-changer in meeting both their corporate travel and event management needs. Recognising the significance of a unified approach to drive savings, staff efficiencies and compliance, Sanitarium leveraged CTM's comprehensive travel services, including their in-house event division, CTM Meetings & Events.

When faced with the task of organising a 60-person conference in Adelaide, Sanitarium turned to their CTM Client Value Manager for assistance. The introduction to the CTM Meetings & Events team was facilitated, and collaborative discussions proceeded to understand the specific requirements of the event. Leveraging established relationships with travel suppliers, CTM Meetings & Events not only delivered the conference within budget but also ensured it was executed seamlessly and on time. This successful partnership allowed Sanitarium to consolidate its travel and event management needs under one roof, benefiting from preferred supplier deals and around-the-clock support for any changes or advice.



“We were so happy with the way CTM Meetings & Events managed our conference that we have since booked a further 5 groups with the CTM Meetings & Events team across Fiji, Auckland, Gold Coast, Los Angeles and Queenstown. These involve a mix of Board meetings, Spirit of Sanitarium Awards, Procurement conferences and Senior Leadership group workshops.”

Keryn Walsh - Project Manager Functions and Events -
Sanitarium



**1,175 regional
room nights**
secured within
days

Navigating the unique accommodation challenges of regional Queensland, often defined by its capacity constraints, becomes an even greater feat when tasked with securing accommodation for over 1000 room nights at short notice.

A CTM customer faced significant accommodation hurdles to facilitate a track closure in regional Queensland, requiring 1,175 room nights. Aware of the region's room availability issues, CTM swiftly crafted a dedicated team, enabling proactive collaboration between the customer, Network Operations Leaders, and CTM, to deliver an effective solution.

A dedicated CTM Travel Consultant surpassed all expectations by swiftly obtaining room allocations, including chargebacks, in just over a week.

“This has far exceeded my expectations and I wanted to call out the significant support and collaboration of CTM and our teams. I would also like to recognise Tess for all her help in providing me with all my reporting requests over the last 2 months as we reviewed the network’s travel program performance. Her knowledge, patience and support over this time has been truly appreciated.”

CTM rail freight customer



Strategic solutions reduce last-minute bookings by 30%

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When the customer, a global leader in commercial real estate services and investments, sought to optimise their travel program, their dedicated CTM account manager became an indispensable partner. Through a focus on problem-solving, proactive collaboration and strategic insights, she delivered meaningful results across multiple areas.

A key challenge the customer faced was the high volume of last-minute bookings, with **70% of domestic bookings made within three days of departure**, driving up costs due to limited fare and hotel availability. Their CTM account manager introduced a mandatory booking reference requiring bookers to provide reasons for bookings made within 7 days of departure. This initiative uncovered patterns of booking behaviour that needed immediate attention, which the customer addressed internally. The result? **A 30% reduction in last-minute bookings, significantly improving cost management.**

The CTM account manager also supported the customer's Riyadh (Saudi Arabia) project, a two-year contract requiring long-term stays for travellers commuting between Australia and Riyadh for two or more weeks at a time. She worked closely with the customer to understand unique requirements, including proximity to the job site, on-site facilities and security standards. While the customer elected to manage direct negotiations, their account manager facilitated introductions to International Hotels & Resorts Group (IHG), providing critical support during escalations to ensure smooth operations for their travellers.

When the customer implemented a multi-level approval matrix for domestic and international travel, their CTM account manager collaborated with CTM's customer services to ensure this high-touch setup operated efficiently. Despite the absence of an HR feed (something that CTM is seeking to integrate), the team maintained seamless updates, ensuring the customer's policies were upheld without delays.

A collaborative development workshop on cost containment and technology alignment marked a significant milestone. Led by CTM's AU/NZ chief product officer and supported by the CTM account manager, the session brought the customer's key stakeholders together to explore smoother workflows, technology integration, and cost-saving strategies.

The workshop also showcased CTM's tech roadmap, leading to valuable insights and actionable takeaways. With the success of this session, a follow-up workshop focused exclusively on cost containment was scheduled to drive further efficiencies through improved booking behaviours and preferred supplier utilisation.

"I wanted to extend my gratitude for your unwavering support and professionalism since you commenced as our Customer Value Manager. You are responsive and well-informed with a real focus on problem-solving.

For instance, taking the time to hear the company's requirements in order to assist in arranging the IHG contract for our Riyadh travellers and putting our new approval matrix structure into place. I'm excited to collaborate with you on our upcoming development workshop, which will focus on cost containment and technology alignment."

Manager – Pacific Advisory Hub, Commercial Real Estate Services and Investments customer

Strategic account management delivers impactful solutions

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When a mining customer faced evolving challenges with its corporate travel program post-COVID, their dedicated CTM account manager stepped up to lead the charge. Their CTM account manager's proactive approach to identifying gaps and driving impactful solutions made her an invaluable partner in their recovery and growth.

A key milestone was conducting a comprehensive audit of the customer's online configurations. Their CTM account manager implemented critical updates, including revising preferred supplier lists, refining benchmarks for Best Fare of the Day (BFOD), and updating policies for ticket credits and policy breaks. These adjustments delivered more actionable data, enabling smarter travel decisions.

Recognising the importance of consistent communication, the CTM account manager reintroduced quarterly business reviews post-COVID, ensuring a regular platform for collaboration. She recognised their value for staying attuned to the customer's needs and sharing insights. Alongside the reviews, the account manager established robust communication practices, such as timely updates on new products and tools, coupled with marketing collateral that the customer could share internally.

One of the standout areas of improvement was addressing out-of-policy bookings at non-preferred hotels. The CTM account manager spearheaded an overhaul of the customer's preferred hotel listings on the Lightning platform and created a tailored PDF guide to promote preferred properties among employees. By transitioning the customer to a dedicated servicing model, the account manager ensured the team consistently met Service Level Agreements (SLAs). She routinely shared performance data during quarterly business reviews to maintain transparency and accountability.

The CTM account manager's efforts have positioned the customer for sustained success. Her hands-on approach and strategic initiatives have significantly enhanced the efficiency and effectiveness of their travel program.

“Our CTM Client value Manager (CVM) has been an invaluable asset to the team, consistently demonstrating professionalism and approachability in her role as CVM. Her contributions have been particularly significant in the post-COVID era, where she has successfully established and maintained effective communication channels.

Notably, our quarterly reviews have proven to be instrumental in identifying areas for improvement in the IA travel space. Thanks to their account manager for her dedicated efforts!”

Corporate Services Officer, Mining Customer

Tropical Cyclone (TC) Alfred hit the Queensland coast in March 2025, resulting in major disruptions to travel services in and out of South-East Queensland.

In the week leading up to TC Alfred, CTM's AI-powered travel assistant, Scout, experienced a soar in customer requests resulting in significant efficiencies for customers and CTM consultants. During the 2 - 8 March period, Scout provided an unprecedented level of urgent booking support for changes and cancellations ahead of the weather event.

150% increase in “Chat with a consultant” requests

343% increase in customer-led cancellations

75% increase in customer-led changes

At least 5% of requests processed during weekends - saving customers on after-hours fees

Scout delivers
unprecedented
booking support
ahead of TC Alfred

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“Good news is how well the tool worked - I was able to cancel the car in less than 2 minutes before business hours, rather than be caught on hold for however long as booking was for today.”

— CTM customer