

# Case study: Cafe2U

The partnership between Corporate Traveller and Cafe2U has enabled the growing coffee business to consolidate its travel spend and implement flexible travel management solutions. Corporate Traveller's expertise has helped to provide Cafe2U with complete visibility and policy compliance to achieve greater cost savings across all aspects of its corporate travel.

## Who is Cafe2U?

Cafe2U deliver world-class espresso coffee and complementary menu items direct to non-traditional coffee drinking locations including commercial parks, office buildings, sporting events, corporate functions, school fetes or anywhere where a more traditional solution is not available. Cafe2U is one of the fastest growing business concepts in Australia and was voted by the Australian Financial Review's Smart Investor magazine as one of Australia's top seven franchises. The franchise business launched its first mobile coffee van in March 2000 in Sydney and is now the largest mobile coffee franchise in the world with vans throughout Australia, the UK and Ireland.

## What were Cafe2U's challenges?

Cafe2U's core aim was and still is, to achieve savings and effective travel management while maintaining the safety and comfort of its travellers. As a fast growing franchise, Cafe2U needs visibility across its hotel, airfare and car rental spend. Cafe2U also benefits from Corporate Traveller's expert advice on the most strategic way of booking airfares to suit the company's corporate travel needs.

Cafe2U sought travel management solutions which could be utilised and easily implemented by its franchisees. The business also requires a travel management company that has broad industry reach and the experience to negotiate preferred corporate rates with suppliers.

## What were our solutions?

Corporate Traveller appointed a dedicated travel manager to oversee Cafe2U's account and deliver a personal travel management service that was tailored to meet the changing needs of a growing business. This has helped to streamline

the bookings process for Cafe2U employees and uphold the business's policy to use Best Fare of the Day. Corporate Traveller also helped Cafe2U fine tune its travel program to ensure standard policies were in place for accommodation, airfares and car rental.

Corporate Traveller negotiated on behalf of Cafe2U to contract a preferred corporate rate at a property that was convenient and adhered to Cafe2U's travel policies.

Cafe2U also receives reporting and analysis to identify areas where further savings on their travel spend can be made.

## What were the results?

Since locking in a contracted rate at a preferred property, Cafe2U has not only saved a substantial amount on its hotel spend but has achieved 98% compliance on its accommodation policy. This has helped to provide visibility and encourage accountability amongst Cafe2U employees.

Cafe2U also is achieving savings on its total domestic airfare spend by encouraging flexibility on airfares and using Best Fare of the Day. This strategy is supported by Corporate Traveller's regular cross-checking of fares at the time of booking.

## What is Cafe2U's response?

"As a small business experiencing rapid growth, we are engaging many agencies to provide services in areas of their own expertise. This allows our staff to focus on our core business whilst allowing Cafe2U to benefit from substantial cost savings. Corporate Traveller is allowing us to scale up quickly, whilst not putting pressure on our own limited resources." Derek Black, managing director Cafe2U.

\*Flight Centre Business Travel has rebranded to Corporate Traveller.



Jane Warren, Travel Manager

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