



CORPORATE LODGING CONSULTANTS CASE STUDY

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"We needed to find a control for our lodging spend. At one time, we had separate contracts with probably 700 hotels. There were individual checks, individual deals, and a lot of administrative costs. It was chaos."

Kenny Bell, national director of retail operations, ASM

Advantage Sales and Marketing

From the Pacific to the Atlantic coasts, CLC Arranges Lodging Services for Thousands of Employees Traveling for One of the Country's Leading Sales and Marketing Agencies, ASM

The Client

Advantage Sales and Marketing, a national company that specializes in providing outsourced sales, merchandising, category management and marketing services to manufacturers, suppliers and producers of food products and consumer-packaged goods.

"Once we analyzed what we were saving, we were impressed," said Kenny Bell, national director of retail operations for ASM. "The savings were greater than we imagined they would be. In some cases, it was upwards of 25 to 30 percent. I don't think we realized all of the benefits CLC offered until the program was in place."

The Challenge

Founded in California in 1987 with just 30 employees, ASM has grown into every geographic area of the United States through consolidation with numerous competitors around the nation. Today, ASM employs more than 12,000 people, with about 4,700 traveling employees utilizing 4,500 hotel room nights each month. But the growth brought challenges to the company's lodging program. With thousands of employees traveling every week, there were few controls over who was staying where and when. Employees would receive last minute assignments and have a difficult time finding an available hotel. The company had contracts with multiple hotels, creating a billing and payment dilemma. And, most troublesome, ASM didn't have an effective way to track the company's annual travel expenses.

Seeing Budd Mayer's success with CLC, ASM opted to implement the same program with all ASM affiliates region by region. Through the addition of new employees, broader sales regions and a prestigious customer base, CLC has grown with ASM every step of the way.

Recently, ASM has added two new services to its lodging program through CLC. Directory Assistance, which allows travelers to call CLC's 24-hour Traveler Support Center (TSC) for help, and Reservations Assistance, through which TSC staff books the hotel room for the traveler. Additionally, CLC now provides ASM with corporate meetings services such as meeting rooms, food and beverage and audio-visual equipment, in addition to sleeping rooms.

The Benefits

Seven years after the inception of the program, CLC continues to offer ASM the highest level of professional service, while saving the company money on hotel rooms and providing unprecedented administrative assistance.

Dean Hampton, vice president of strategic sourcing for ASM, said choosing to work with CLC to develop a corporate lodging program has been a pivotal decision contributing to the company's ability to grow and expand.

"We all like the people we deal with through our relationship at CLC. The staff is knowledgeable, friendly and very helpful. This really is a turnkey program as far as we are concerned," Hampton said.

Corporate Lodging Consultants' Key Strengths:

- High volume of hotel room purchases reduces hotel rates
- Streamlined paperwork with one invoice from CLC to ASM
- Seasoned negotiators able to rapidly add hotel coverage
- Extensive administrator training to meet ASM territory growth
- Detailed, consolidated reports delivered on a timely basis
- Automated cost coding allows easy tracking by region, division and employee



The Solution

ASM came to know Corporate Lodging Consultants through a relationship with one of its affiliates, the Budd Mayer Company. Budd Mayer had also experienced frustrations with an inefficient lodging program, and had teamed with CLC to gain control of the disorganization. Initially, the company was seeking a system that could streamline the management and excessive paper trail of its lodging program. Soon, Budd Mayer discovered CLC could do more than make travel convenient for the company's employees and provide unmatched reporting capabilities: CLC could also save the company money.