

# CASE STUDY:

## Fox Partners with Customer to Create Traveler Duty of Care Drill



### CUSTOMER

The customer is a global food distributor with a team of more than 7000 at locations across the globe.

### THE SITUATION

During the regular business travel review between the customer and Fox's Client Solutions Director, it was recognized that the customer wasn't fully utilizing all the Duty of Care tools available to them from Fox. The customer wanted the ability to quickly locate and communicate with travelers during a time of crisis.

### THE SOLUTION

Fox and the customer implemented a Duty of Care Drill utilizing Fox's traveler tracking system to ensure the organization is prepared for emergencies impacting travel. The purpose of the drill was to identify flaws or weaknesses which could impact communicating with travelers during an emergency.

### THE PROCESS

- Standards were created and followed on distributing a message to travelers in a specific geographic area.
- First drill utilizing "future date" field failed.
- Fox worked with technology development team to resolve issue.
- The following message was sent to a sample of travelers using traveler profile contact information:

"This is a test of the travel program new alert messaging system. Please respond with the letters OK to let us know you received this message. Thank you for your assistance."

- Mobile phone: 86%
- E-mail: 11%
- Undelivered: 3%

(caused by incorrect contact information in traveler profile)

“All in all, implementing a Duty of Care drill with Fox was a success. We are especially pleased with the high response rate, the overall results and our confidence in using and understanding our Duty of Care tools.”

- Corporate Travel/Company Fleet Manager, Global Food Distributor



### DISCOVERIES

- Accurate and current traveler profiles are required to improve on 86% response rate.
- If an error in traveler profile phone number, system doesn't default to e-mail communication.
- If no mobile phone listed, message will send via e-mail.
- Traveler tracking system utilizes traveler "Opt-In" functionality that can be disabled on a company level in order to communicate to travelers during an emergency. It is recommended to disable this functionality.

### CONNECT WITH OUR TEAM

- p 920.236.8000
- [foxworldtravel.com](http://foxworldtravel.com)
- 2150 S. Washburn Street  
Oshkosh, WI 54904

