

# Shell Oil Saves \$6.5 Million Using FareIQ and RoomIQ, Expands Use for International Points of Sale



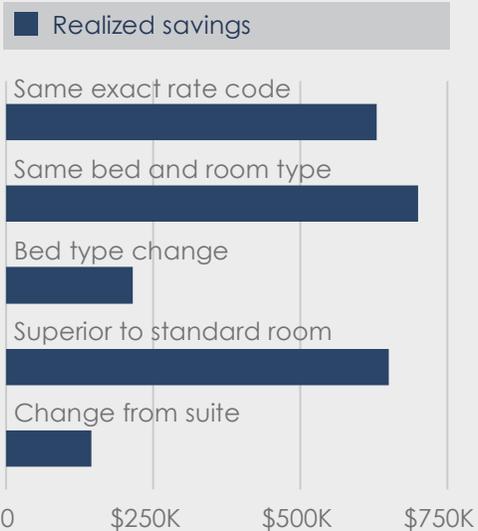
**\$3.9 million**  
Total Airfare Savings

Average savings per reticketing: \$236



**\$2.6 million**  
Total Hotel Savings

Average savings per rebooking: \$133



### Business Challenge and Opportunity

As the old adage goes, you need the right tools for the job. For Cindy Morse, Corporate Travel Operations Manager at Shell Oil Company, those words couldn't ring more true. She knew her company could find significant savings on fluctuating airfare and hotel rates, but the right technology wasn't available until she saw a demonstration of Yapta's FareIQ and RoomIQ.

"I was actively looking for an opportunity to introduce rate optimization into our organization," Morse said. "I know that airfares and hotel rates change on a regular basis, and wanted to figure out a way to identify and act upon the savings. We were also being challenged by employees who were telling us they could find lower prices out in the market. Yapta came along at just the right time."

### Immediate and Ongoing Success

Working with her corporate travel agency, Carlson Wagonlit Travel (CWT) and its central fulfillment team, Morse was able to easily implement FareIQ and RoomIQ, and establish Shell's price monitoring program. "We ramped up pretty quickly," Morse said.

Yapta's price tracking technology has proven to be one of Shell Oil's most effective cost-cutting initiatives for business travel. With FareIQ and RoomIQ, Shell achieves \$236 average savings per airline rebooking and \$133 per hotel rebooking. To date, the company has saved \$6.5 million.

Morse also explained that the technology has helped reinforce the advance booking behavior that the company endorses. "Now we can say, 'yes you can have the confidence of booking in advance knowing that if the price drops, we'll catch it and reissue those tickets and hotel reservations for you, without any disruption to your plans.'"

### International Expansion

Shell has continued to expand its use of FareIQ and RoomIQ, with points of sale in the United States, Canada, UK, Australia, Singapore and numerous countries throughout Europe. Shell relies on Yapta's dynamic price tracking technology for 17 points of sale worldwide.

### Remarkable Visibility

Yapta's dashboards are a highly effective management and reporting tool. "I can see exactly what savings have been achieved, the percentage of success, and it gives me the ability to evaluate additional savings opportunities. I like knowing how things work, and Yapta's dashboards offer a flexible and specific look at our program data," shared Morse.

Contact Yapta Today: [info@yapta.com](mailto:info@yapta.com) | (206) 625-2301