



Musgrave Group

Founded in 1876, Musgrave Group is one of the largest privately owned companies in Ireland. Musgrave works in partnership with retailers in Ireland, UK and Spain and employs over 5,000 people directly. Brands include Supervalu, Centra, Superquinn, Londis and Budgens,

Achieving Cost Savings and Accurate Reporting for Hotel Bookings through Roomex.com

Musgrave Locations:

Offices and sites in over 25 locations throughout Ireland, UK and Spain.

Background:

In 2011, David O'Flynn was appointed as Group Financial Director of Musgrave Group and one of his early objectives was to further enhance spend on 'Goods not for resale' control. Ask was to develop a proactive accommodation spend control tool where reporting became easy while relationships with preferred hotels could be safeguarded and enhanced.

Musgrave manages their business from 5 different divisions. The existing hotel policy was managed by publishing an annual preferred hotel list and was based on local divisions setting up contracted rates with hotels in their key locations. Each staff was responsible for their own bookings and no central booking platform was in place to give Musgrave the ability to query, manage or control the hotel spend. Data was not accurately recorded and the accommodation spend could only be examined after the fact. It was a fragmented and time consuming way of working and spend was not under control.

Building Blocks to Success:

A – Management Commitment

A project plan was put in place, endorsed by senior management and mentored by the Group Finance Director. Group Commercial shortlisted a select few search engine providers and after a further selection process, Roomex was recommended as the right provider for this service:

- Roomex management had a can do approach and signed up to developing a bespoke central booking tool for Musgrave at no cost to Musgrave.
- Musgrave had specific requirements such as its Musgrave preferred hotel list which needed to feature prominently on our booking tool and promoted very clearly.

- Musgrave outlined all the required service and bookings specification to Roomex and while not all data requirements and process was available or in place, Roomex worked together with all Musgrave stakeholders to ensure they had as much information as possible before 'Go Live'
- Musgrave changed their internal travel policies and before 'Go Live', David O'Flynn advised all Musgrave staff of the new way of working and endorsed and recommended all bookings through Roomex.

B – Engagement

The project scope, defining the requirements for designing the look and feel of the central booking tool and implementation of the new way of working across all the divisions, required engagement from all key stakeholders, Finance, HR, Divisional Management and Corporate Travel Bookers, and needed top down communication and Go live involvement. Roomex engaged with all levels of bookers across the Musgrave estate and captured the essence of the requirements and delivered a user friendly, stand alone and simple hotel booking tool, accessible online only by Musgrave Staff.

C –Going Live

Roomex was formally appointed in May 2012. The Musgrave Hotel Booking Gateway was trialed and from that moment on, hotels were informed off the new booking provider for Musgrave. Musgrave 'Super Users' were trained online and an amended travel policy was sent out by HR management to endorse the new approach to hotel bookings. In June 2012, the new portal went live. Expenses would be refunded on hotel spend from this point on only where bookings were made through the Gateway.

Results, almost 1 year on...

- Easy to use and Customised Musgrave Hotel Portal live with over 150,000 hotels at reduced corporate rates. Preferred Hotels and Locations are featured.
- 525 live Musgrave Corporate Travel Bookers
- 452 different hotels booked in 135 cities in 9 countries
- 100% uptime at Zero cost on booking or transaction fees
- 19% measured savings against standard rates
- Instant visibility on bookings by person, hotel, division and Group
- Completely outsourced negotiation and contracting with hotels and Live comparison between actual booked and negotiated rates
- Standardised booking flow with self-cancel functionality which has avoided additional cost

- Significant time savings across the board, including time taken to make bookings, report generation, hotel contracting, staff communications
- Roomex follow up on any user concerns, queries and issue relating to any hotel bookings
- Accounts and VAT compliance
- Also outsourced communication of deals and alerts to staff, together with monthly prizes and staff personal rates
- Personal, fast and expert customer service with all of our cross divisional bookers
- No service fees whatsoever

What Musgrave's have to say:

"Dealing with Roomex has been a pleasure. Right from the start, since before going live, they have been extremely professional in both their approach and delivery. Nothing has been too much trouble – they have met with us, listened to our needs and made changes accordingly. I was very impressed with the Roomex commitment and the turnaround time of the project from start to finish.

From an operational point of view, Roomex for Business is a seamless online booking tool, personalised for our business, staff and preferences. Roomex go a long way to ensure that we are getting the best rates and by rate-comparing every single booking, they are not only measuring the savings we make, but also ensuring that we never pay over the odds. As experts in their field, they have allowed Musgrave to bring our accommodation spend under control and proactively manage it more effectively and efficiently. On top of this, their customer service is simply exceptional. I cannot recommend Roomex highly enough"

Ingrid de Doncker, Musgrave Group eAuction Executive, February 2013

"I am satisfied that Roomex are delivering savings to the business and strongly recommend the continued use of Roomex as a group requirement in order to achieve lowest cost. Roomex saves us money and time, gives us live reporting, manages our contracting and provides top level support... and there's no cost!"

Michael Kelleher, Musgrave Group Financial Controller, February 2013

A happy Financial Controller is a wonderful thing!