

Promoting policy compliance

Progressive travel managers adopt a range of strategies to encourage compliance.



Education

Videos, web seminars and one-on-one briefings to help travellers understand policy - and why they need to comply.



Persuasion

Sophisticated tactics rooted in psychology, such as visual guilt, to influence travellers.



Rules and rewards

A balance of mandatory compliance and incentives to positively impact traveller satisfaction.

Top travel manager tactics to drive compliance*



Education: **93%**



Visual guilt: **87%**



Corporate culture: **85%**



Mandatory compliance: **77%**



Incentives: **37%**

* In use today or under consideration.

Help travellers do the right thing

🔍 Tips to build your adaptive strategy for compliance



Make the right mix of tools and content easily accessible

Finding the balance between a consumer-like experience and corporate responsibilities will mean travellers are more inclined to book in a policy-compliant environment.



Use traveller insights to shape policy

Many travel managers do not use internal data to shape policy, or the wider programme, around the traveller. Just **58%** act on insights from the traveller satisfaction survey. Only one in five (**22%**) use recruitment and retention data from HR to align policy with traveller needs.



Be open to innovation

Forward-looking travel managers already use, or have plans in place for, A.I. (**29%**) and chatbots (**22%**). These technologies will become key tools for boosting compliance in the future. Today, managers can use modern communication tools, like enterprise social networks, to improve traveller engagement.



Make use of two-way communication tools

Most travel managers still rely on one-way communication tactics, like posting on a company intranet (**85%**) or sending text-based emails (**80%**) to educate or influence travellers. Interactive tools, like corporate social platforms or user groups, enable travel managers to start real conversations and communicate more effectively.

🔍 **Implementing an adaptive compliance strategy will benefit your travellers and your business, demonstrating your leadership of the total travel programme.**

About this infographic

The findings in this infographic are taken from *Managing the Modern Business Traveller*, the latest instalment of a research programme by ACTE, in collaboration with American Express Global Business Travel (GBT), that investigates the needs and behaviours of today's business travellers, and explores how travel managers can respond proactively. ACTE surveyed 174 corporate travel managers worldwide between August and September 2017.

Find the previous *Modern Business Traveller* studies at www.ACTE.org