



# CWT Program Messenger

Automate travel communications,  
reach your program goals

## BENEFITS

- **Engages travelers and enriches their experiences** by improving communication, increasing convenience, alleviating stress and enhancing their well-being with timely, useful information.
- **Delivers travel ROI:**
  - **Drives savings and boosts travel policy compliance** through education, behavior change, automated processes and positive reinforcement of desired behaviors.
  - **Empowers you to go beyond cost-cutting measures** to better align travel and business objectives and **add value** to your company.
  - **Saves time and increases your productivity** by simplifying and automating the communications process.

## PROOF POINT

Through increased policy and supplier compliance, companies using *CWT Program Messenger* saved an average of 4 to 7 percent in the first year.

## Targeted, automated messaging engages travelers, delivers return on investment

You need to manage travel processes, control costs and drive preferred supplier use. While creating a travel policy is crucial, informing employees about it, changing noncompliant behaviors and reinforcing good decision-making are just as important. *CWT Program Messenger*—an automated email and text (SMS) messaging system—gives you an easy, customizable way to boost your communications effectiveness and save an average of 4 to 7 percent with a 20-to-1 return on investment (ROI) in the first year of use. *CWT Program Messenger* also empowers you to increase traveler engagement, satisfaction and confidence in your program.

## Inform, advise and reinforce at every step

Automatically send timely, relevant information about various travel policy and program aspects, including preferred supplier use, destination tips, total cost of travel and best practices. *CWT Program Messenger* offers the flexibility you need to reach travelers, travel arrangers and other key stakeholders when it matters most. It's your voice throughout the entire trip. Whether you want to increase policy compliance, generate savings, improve your hotel attachment rate, raise awareness or engage travelers, *CWT Program Messenger* delivers measurable results that help you reach your goals.

## Key features

- **Easy access, detailed reporting.** Integration with *CWT AnalytIQs* provides convenient access and robust reporting through a tool you're already using.
- **A built-in message library** simplifies email and SMS creation, customization and activation. Craft custom content from scratch or tailor the library's prewritten templates. Quickly activate or deactivate messages anytime to suit your evolving needs.
- **Automated, personalized notifications.** When a booking meets your compliant or noncompliant criteria, a targeted message automatically transmits directly to the correct employee and, if appropriate, the employee's supervisor.
- **Global availability, consistency.** Available in 95 percent of the countries CWT services, *CWT Program Messenger* gives you a consistent solution worldwide.
- **Two tiers meet different needs.** Focus on education and long-term change management with emails that use ticketed data, or get the added flexibility to schedule and send email or SMS messages based on pre-ticketed data.

Deliver the

right message

to the

right recipient

at the

right time.

