



## Use this checklist of CWT tools to support traveler satisfaction.

- Educate and empower travelers to make the right choice with our [Hotel Booking User Guide](#)
- Turn on *myCWT™* hotel booking to get access to the full breadth of RoomIt content
- Recognize good behavior using *CWT Program Messenger*
- Consider enrolling in CWT's enhanced safety and security solution
- Participate in Loyalty Booster campaigns for your preferred suppliers

## Questions? Contact your CWT Representative.

**> 75%**  
of global travelers agree that their business traveler experiences drive their business results and job satisfaction.

Sources:  
\*2017 Sabre Report, "Creating a Frictionless Travel Experience."

GBTA/RoomIt, "Improving Hotel Programs in 2019" study.

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# Traveler Satisfaction

How do you ensure your travelers are satisfied with their travel experience? Offer your travelers choice, convenience and control, while rewarding them along the way.

## Travelers want choice.

Seventy-three percent of business travelers told Global Business Travel Association (GBTA), "Finding a hotel near my location is the most challenging aspect of booking hotels in my corporate travel program."

With RoomIt's hotel content, there's no reason for employees to shop around when they have access to business-appropriate accommodations in over 73,000 cities worldwide. In addition to GDS content, we offer specially negotiated RoomIt Rates that pair discounts of up to 20% with high-value amenities like last room availability, WiFi, and same-day cancellation.

Travelers can also book accommodations available through third-party booking sites (i.e. Booking.com and Expedia Partner Solutions) right in your corporate booking channels.

## Convenience is king.

When it comes to booking tools, business travelers told GBTA that they want clearly displayed amenities and cancellation policies, access to reviews, and as few clicks as possible.

On *myCWT*, amenities, cancellation policy, loyalty benefits, and your hotel policy are clearly displayed so travelers can book hotels in the office or on the go.

## A little thanks goes a long way.

You can set up templates to email thank you notes to employees for booking within your program. With access to *CWT Program Messenger*, you can recognize employees when they follow guidelines and watch satisfaction grow.

## Information = Control

Ensure travelers know you have their best interests in mind while traveling. By booking in program, you can better assist them in an emergency. And when using *myCWT™*, they will have access to travel alerts, ensuring your travelers are always informed and in control of their situation whatever might arise.

## Rewards

If you really want to drive satisfaction, rewards are key. As Marilyn Magallan, Global Travel Lead at Yanfeng Automotive Interiors noted, "Travel programs are often seen as restrictive. Loyalty Booster is a good way to generate positive public relations for your travel program and increase traveler satisfaction."

We make it easy to participate in our Loyalty Booster Program. Simply let your CWT representative know that you're interested and we'll handle the rest.

To learn more, visit the [Hotel Resource Center](#) or contact your CWT representative.

