

# Social Media Engagement Strategy -- Smart Traveler

High performance. Delivered.



# Objective

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**Audience:** Accenture Travelers

**Objective:** Offer travelers the tools, resources and information needed to help them make smart travel decisions and comply with company policy.

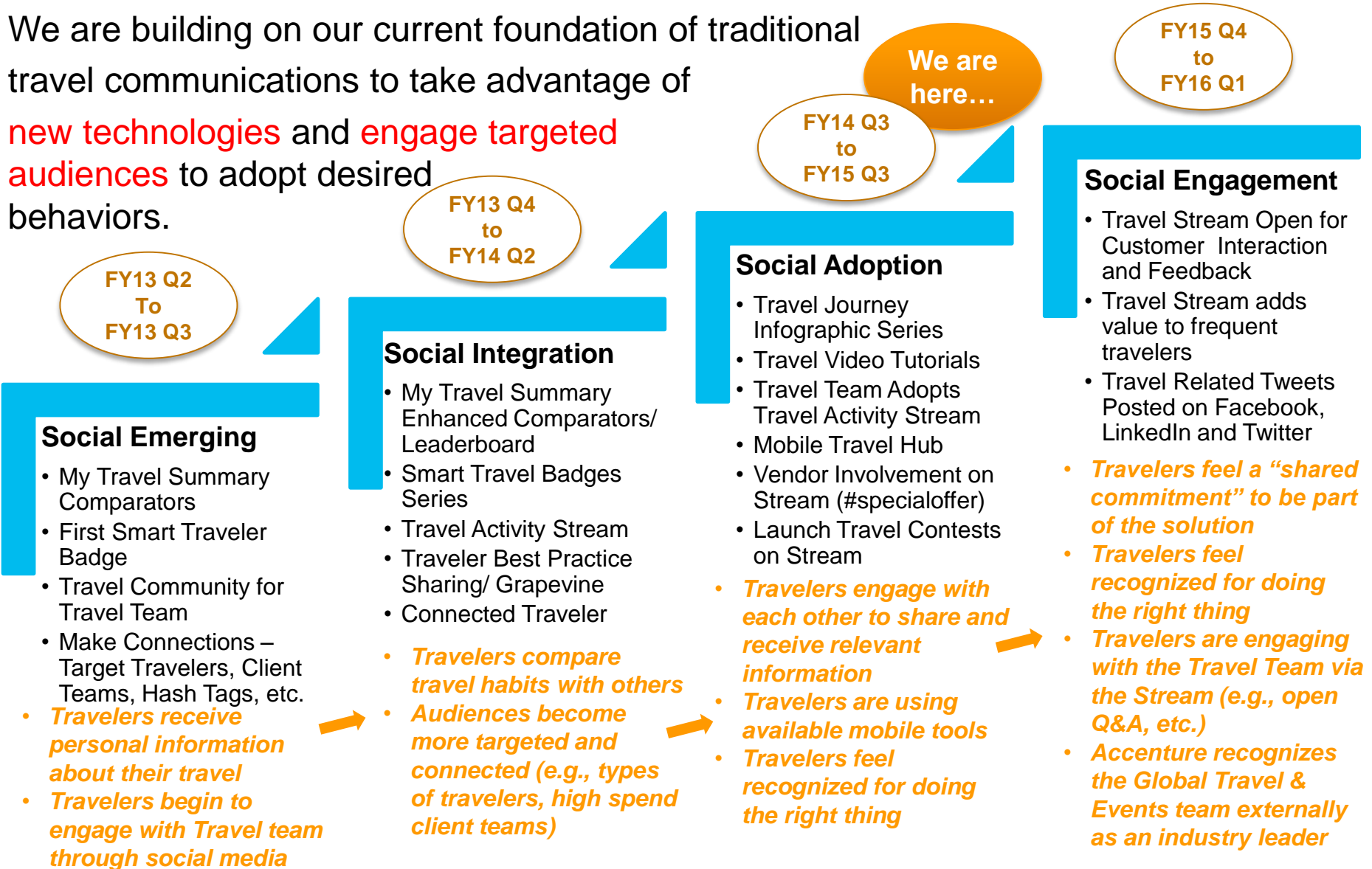
**Goal:** Travelers will follow policy and take advantage of available tools and offers, providing savings for company.

Communication Vehicles		
Email	Intranet Collaboration	<b>Social Media Tools</b>
Postcards	Travel Hub	Accenture/Smart Traveler Stream
Newsletters	Accenture Collections	Community Groups
	Knowledge Exchange	Smart Traveler Blogs

# Social Media Journey

We are building on our current foundation of traditional travel communications to take advantage of

**new technologies** and **engage targeted audiences** to adopt desired behaviors.



# Vehicles/Deliverables



	June	Your FYTD	Peer FYTD
Airfare Spend	\$233	\$233	\$5,883
Missed Air Savings	-	-	\$92
Tickets Out of Policy	-	-	-
Avg Days in Advance	19	19	16
Tickets Booked	1	1	12
Miles Flown	1,514	1,514	22,782
CO2 Emissions (kg)	273	273	4,106

# Progress: Year in review

The Global Travel & Events team has made strides in three key areas during FY15: travel cost reduction, travel service delivery and traveler experience. [This infographic](#) shows how we reduced costs, expanded travel services and improved the traveler experience.



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Strategy | Consulting | Digital | Technology | Operations

## Accenture Global Travel Program: Year in review

As the new fiscal year begins, let's take a look at what the Global Travel & Events team has accomplished this past year. In FY15, we made strides in travel cost reduction, travel service delivery and traveler experience.



Travel Cost Reduction	Improved Traveler Experience
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### Hotel Savings

Traveler compliance for Accenture preferred hotel stays reduced the global hotel average daily rate (ADR) by 3.8%.



### Smart Traveler Stream

6,000+ Accenture people follow of the **Smart Traveler Stream** for travel tips, news and special offers. Stay on top of the latest Smart Traveler posts by downloading the **Stream** mobile app.

71% Increase in # of Followers



### Collaboration



Our **Smart Traveler Collection** offers the essential mobile apps and resources to help make your trip hassle-free.

### Fare Tracker

Accenture and CWT track booked fares to ensure the best rates, saving more than **US\$300K** in FY15.

US\$300K+ Savings



### Mobile Travel Apps

Sorting through all the available mobile travel apps in the marketplace can be a hassle, so we've done the work for our travelers. Our **list of mobile travel apps** takes you through each step of your travel journey.

CWT To Go users increased 2.5 times, to 14,300+ users

A list of the essential apps is also available as an infographic.

More than **185K** trips have been shared via the Accenture Stream using the **Connected Traveler** feature on the Online Booking Tool. By sharing their trip information, Accenture travelers connect and enhance their professional network with colleagues while on the road.



We're excited for continued improvements and the innovations planned for FY16.

## Expanded Travel Services



The **International Business Travel & Medical Insurance Program** provides travel and emergency medical assistance and insurance coverage to Accenture employees traveling outside their country of employment for business or training.



The Accenture **Online Booking Tool** expanded to Saudi Arabia, Peru, Costa Rica, New Zealand, and Greater China-making easier for travelers in those countries to self-book their travel.

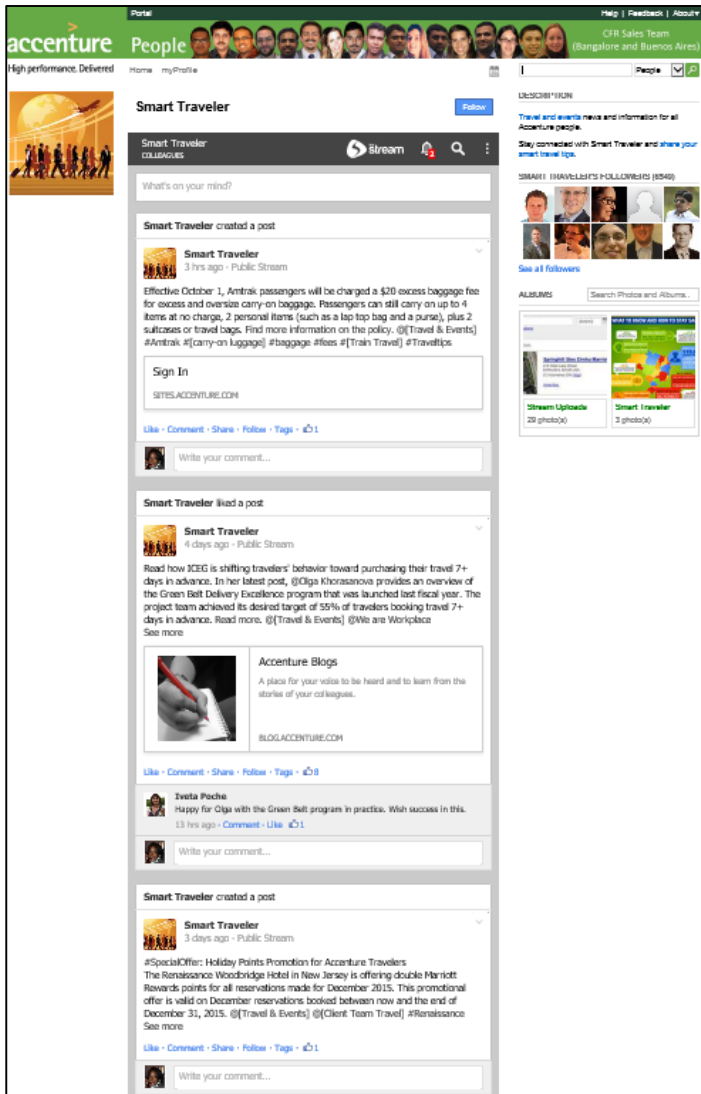
# Social Media Efforts

# Smart Traveler Stream Goals

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- Engage targeted audiences to adopt desired behaviors.
  - Action: Email signatures, pop ups on travel booking, tool, blurbs in newsletters, postcards and websites.
- Establish the Stream as a viable and reliable vehicle to communicate with Accenture travelers.
  - Post meaningful content twice a week. Share relevant content from travelers and other groups.
- Provide a two-way communications outlet to build awareness around Accenture's travel program.
  - Engage travelers by asking questions, soliciting feedback and responding to their responses.
- Enable travelers to discuss travel tips, habits and behaviors on the Stream.
  - Promote an open, comfortable and professional environment

# Current Reality



**66%** of Smart Traveler followers are Accenture travelers; **6%** of all travelers follow the Smart Traveler stream



**8%** of “frequent travelers” follow the Smart Traveler stream

*Surprisingly, the %'s are similar*



**47%** Accenture’s social influencers and experts are travelers; **8%** follow the Smart Traveler stream

**16%** are frequent travelers; **10%** follow the Smart Traveler Stream.



# Social Engagement Framework

Targeting Social Influencers who Travel

## Global Travel Assets

- Live Stream chats
- Blogs
- Drafted content to share
- FAQs

- Stream posts
- FAQs
- Focus groups/surveys

- Live Stream chats
- Blogs
- Stream posts
- Contests

- Collections
- Stream posts
- Blogs

- Newsletters
- Postcards
- Travel Hub
- Online Booking Tool
- Accenture Portal

We are here

### Inner Circle

(1% of audience)

### Advocate:

(2% of audience)

### Engaged:

(40% of audience)

### Target – Aware

(100% of audience)

### Unconnected

*Broader Traveler Audience*

## Follower Actions

- Hosts webinars about travel
- Posts blogs about travel
- Answers questions on stream

- Post own travel tips
- Shares Smart Travel comms and tags @SmartTraveler
- Answers questions on Stream
- Gives feedback on travel program

- Comments/shares posts
- Participate in contests
- Attends live Stream chats

- Visits Collections
- Reads Streams
- Reads blogs
- Follows Stream

- Receive email-based newsletters and postcards
- Visits the Travel Hub
- Books on the OBT
- Visits Accenture Portal

## Where we are now

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Objective: Increase the Smart Traveler stream followers to 10K+, specifically targeting social influencers and frequent travelers:

- Increase social influencer traveler followers from 8% to 100%
- Increase frequent traveler followers from 8% to 25%+

Actions:

- Distribute “Accenture Travel Compass” postcard
- Solicit a few to champion/promote the Smart Travelers stream
- Piggyback on popular hashtags and/or stream persona

# Where we are now

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