

A Corporate Buyer's Guide to Omnichannel Retailing

Are you interested in omnichannel retailing for your corporate travel program? Are you looking to minimize risk and financial costs to your company? You have the opportunity to ensure that all bookings are captured, that travel policies are communicated clearly, and that you're using the latest technology.

And in a time where 95% of workers are considering quitting their job to find a new one, your company's travel program can have a significant influence on employee satisfaction and retention, as well as its overall recruiting efforts.

Here's how you can get closer to creating an omnichannel experience for your travelers:

Use Traxo to capture off-channel bookings.

Today, 40% of corporate travel is booked outside company tools, with average leakage of 49.1% for hotels and 22.9% for car rentals. To help companies reduce the issues that come with off-channel bookings, Traxo's platform automatically captures all travel booked through your TMCs, suppliers and OTAs. Employees can continue to book how and where they do today, and your company can monitor their safety and travel spend. Traxo collects booking data across channels, merging the data and eliminating any duplicates — you'll receive a complete picture of your corporate travel.

➔ [Learn more at traxo.com](https://traxo.com)



Don't overlook unused value.

Pandemic-driven health and staffing changes have caused more business tickets than ever to go unused, with some values lost entirely. Last year, the six largest U.S. airlines reported more than \$11 billion in unused tickets, according to Bloomberg.

Your company should be able to easily access and redeem unused value across any channel – after all, you made the investment in the ticket. ARC is working with its partners to evaluate solutions and while we do not have a product in the market yet, you can sign up to receive updates as soon as a solution is available.

➔ [Receive updates at www2.arccorp.com/updates](https://www2.arccorp.com/updates)

Increase data transparency by becoming an ARC CTD.

When you have full access to your travel data, it is easier to find solutions for your company and create more personalized experiences for employees. By becoming an ARC Corporate Travel Department (CTD), your company will have its own unique identifier that allows you to simplify your travel model. The CTD identifier can streamline commission payments and reconciliation, creating more transparency for reporting and trend analysis.

➔ Learn more at www2.arccorp.com/ctd-participation

Ensure your airline is using ARC's omnichannel technology partners.

The technology providers nuTravel and Blockskye work with airlines to offer innovative, transparent booking solutions. nuTravel makes it easier for employees to book their travel within policy, and Blockskye uses blockchain technology to support direct booking transaction management between you and your airlines.

Some airlines are already using nuTravel and if this includes your airline partner, your company can sign up to use the solution at no cost. If your preferred airline does not have a partnership with nuTravel or Blockskye yet, you may want to encourage them to explore these technology solutions.

➔ Learn more at nuTravel.com and Blockskye.com

Blockskye® *nuTravel*

Stay connected to what's next.

While the travel environment is complex and ever-changing, ARC has decades of travel background to draw from and is furthered bolstered by its strategic investments. We are continually evaluating new tools and solutions to support the future of omnichannel retailing, so stay tuned.

➔ Learn more at www2.arccorp.com/omnichannel