promoting
long-term loyalty
and boosting revenue

Premier cards that travel further

For Premier Inn, a Business Account scheme delivers increased revenue and promotes long-term loyalty, while for their customers it provides efficient and transparent cost control.

Premier Inn, part of Whitbread PLC, is the UK's biggest and fastest growing hotel group. The Premier Travel Inn brand was created in July 2004 when Whitbread – owner of Travel Inn – acquired Premier Lodge. In October 2007 Premier Travel Inn was re-branded as Premier Inn. Premier Inn promises a 'Good Night Guaranteed', a unique, no quibble money back guarantee, that encompasses all elements of a customers' stay from the moment they check in to when they leave the hotel.

We had been working with Premier Inn for five years, when, in February 2007, we were awarded a renewed contract. The contract involves delivering a complete end-to-end card scheme solution, including website innovations.

Technical innovations are the enabling factor in driving customer usage and revenue growth

Business Account cards

An integral part of the Premier Inn brand is to offer guests a combination of quality and value for money in convenient locations. It's a combination that amounts to 'the right product, in the right place, at the right price.' A Business Account scheme is therefore a natural extension of the brand's core proposition, because it rewards Business Account customers who have a mobile workforce with a wide range of cost control, convenience and efficiency benefits.

In essence, the Business Account card scheme enables organisations of all types and sizes to pay for business related expenses at Premier Inn hotels and restaurants. The card is free to use, with no set-up fees or administration charges, and organisations can opt to manage their Business Account centrally, or make their employees individual cardholders.

In 2007, Premier Inn decided to re-launch its Business Account scheme in partnership with Atos in order to increase loyalty and intimacy with existing and new Business Account users. Premier Inn has a vision to create a world leading product through technical, marketing and sales innovation – and their Business Account card scheme is by far the most successful of its kind across the UK.

For Premier Inn to maintain its leading position, an end-to-end solution is therefore needed that seamlessly links every part of the process – from applying for a card or booking accommodation, to all the back-office functions required for managing a multi-cardholder Business Account as efficiently as possible.

Crucial capabilities

The four crucial capabilities that Atos delivers for both Premier Inn and its Business Account card customers are:

▶ **Our experience working with major retailers and hospitality businesses, providing individually tailored solutions**

▶ **The world class technology that underpins our solutions to provide a flexible platform for expanding card offers in terms of both product range and into world markets**

▶ **Market leading credit checking, which results in a higher acceptance rate for individual card users (and which may otherwise undermine a card scheme)**

▶ **A unique business model that minimises or eliminates up-front capital investment in favour of pay-per-usage or merchant service charges.**

Our solution

Our technology-based solution delivers a tremendously efficient system for both Premier Inn and its customers to manage their Business Accounts. We process business facility request applications, manage credit checking and credit insurance provision, develop and maintain the account holder and application database, produce and despatch account holder cards, process transactions, produce and despatch invoices and statements.

We also handle and escalate management information such as account holder reporting, process crediting (merchant services) and debiting (account holder payment), provide credit and debt risk management – and we fully support our technology solution with a dedicated Premier Inn Contact Support Team.

The enabling factor

The technical innovations we have delivered to Premier Inn are the enabling factor in our solution, driving customer usage, account retention, revenue growth and customer satisfaction. They include:

Card management

The Premier Inn Business Account solution delivers extremely efficient online services for account holders, particularly financial controllers. Account applications can be completed online, including secure credit checking. Businesses can also set a spending limit for each card, put cards on hold or stop them altogether.

Cardholder 'not present'

The most effective way of managing spend is to ensure that all bookings are managed by a designated person who is responsible for the entire business, or a specific cost centre.

The enhancement of Premier Inn's website for reservations enables secure reservations booking via the web, by allocating unique references to each booking and specific spend restrictions to each stay – with no need to fax booking confirmations to individual hotels when making a reservation on behalf of someone else.

Business Account users are protected by a user-authorisation check, in the form of an XML web service between the Premier Inn website and the Business Account website provided by Atos.

Consolidated VAT invoice and MI reporting

The web portal gives businesses access to 12 months' consolidated VAT invoices and allows them to create user-driven Management Information reports structured according to requirements. Financial controllers have a full breakdown of card usage – the when, where, what and how much for each transaction on every card. The system also matches each record against a corresponding card transaction held on the Atos host. This creates a record that not only shows the details associated with a standard card transaction, but also appends supporting information for use in the production of invoices and the structured Management Information reports.

"We place great importance on customer relationship management and ensuring that our customers have the highest possible levels of service from the outset, and Atos is helping us to reach that goal."

Peter Gardiner, London Operations Director, Premier Inn

The Business Account card scheme enables organisations of all types and sizes to pay for business related expenses at Premier Inn hotels and restaurants

Essential elements

Premier Inn recognises that there are two essential elements involved in creating and maintaining a successful Business Account card scheme. The first is guaranteed accommodation and convenience for business travellers; the second is cost-control and efficient management of an organisation's Business Account.

The benefits

By integrating every Business Account process into one end-to-end service, Premier Inn is able to deliver tremendous added-value to both individual business travellers and their organisation as a whole. The headline benefits that our solution delivered were an increase from 2007 to 2008 for:

▶ **The number of live accounts from previous year of 29%**

▶ **The number of live cards from previous year of 37%**

▶ **The number of transactions from previous year of 49%.**

Next steps

If you would like to find out more about Atos Worldline Business Account card solution, please email info.worldlineuk@atos.net or visit www.uk.atos.net

About Atos

Atos is an international information technology services company with annual revenues of EUR 8.7 billion and 78,500 employees in 42 countries. Serving a global client base, it delivers hi-tech transactional services, consulting, systems integration and managed services.

Atos is focused on business technology that powers progress and helps organisations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic Games and is quoted on the Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting, Atos Worldline and Atos WorldGrid.

For more information, visit: atos.net

uk.atos.net