



Gore realizes the value that a traveler-centric online and mobile solution brings to its travel program

INDUSTRIES

Manufacturing, Textile Products

GEOGRAPHIES

Worldwide

COMPANY SYNOPSIS

W. L. Gore & Associates, Inc. is a privately-held company based in Newark, Delaware. Perhaps best known for consumer products like GORE-TEX® fabric and ELIXIR® guitar strings, Gore manufactures advanced technology products for the electronics, industrial, fabrics and medical markets. The company posts annual sales of \$2.5 billion and employs 9,000 employees (called “associates”) in 30 countries worldwide. Gore’s travel program includes more than 3,000 credit card holders who travel, 540 of whom are field sales associates who account for the bulk of the travel.

CHALLENGES

Associates were not satisfied with their existing online booking tool which disrupted workflows and decreased productivity.

SOLUTION

The Rearden Personal Assistant™, a business assistant that is designed for end-users and offers much more than a traditional online booking tool. Plus, the accompanying Mobile Personal Assistant™ that automatically synchronizes with the online tool and packs the functionality of many applications into one.

RESULTS

- Cross-functional team helped crystallize requirements, develop the RFP and select the optimal solution
- 50 percent adoption of mobile application driven by organic growth among field sales associates
- Positive ROI on the mobile application’s usage within the first month due to a 40 percent reduction of certain travel department calls

End-user dissatisfaction leads to an RFP

When Jayme Smith, the Gore associate who leads its travel team, surveyed a large cross-section of the company's travelers, the responses surfaced a common theme. The employees were frustrated with and did not like using the company's online booking tool. Realizing that technology should advance rather than encumber her travel program, Jayme knew it was time to begin evaluating solution from other vendors.

A cross-functional team is key to a successful RFP

As Jayme explains, "We developed a cross-functional team of field sales associates, IT, security and travel. One of the things with the Gore culture is that we work in groups, and do not make decisions on our own." This approach proved to be invaluable, ensuring that the

proper stakeholders were involved throughout the process of setting requirements and evaluating five online booking tools. Although they each had their own needs and wants, they boiled it down to a rather simple focus – to find a solution that empowers travelers to be productive, whether they are booking trips or living them.

After it was all said and done, Gore selected the Rearden Personal Assistant due to its traveler-centric approach, innovative technology, and hidden gem – the Mobile Personal Assistant.

"After adopting Rearden Commerce's mobile solution, we noticed a 40 percent reduction in the number of inbound calls related to itinerary checks, gate changes and other related inquiries," says, Jayme Smith, who leads the travel team at Gore. "This not only translates to call center cost savings but also contributes to the productivity of our traveling associates."

Surprise, mobile matters

When Gore originally crafted its RFP, a mobile component for the solution was not even on the team's radar. After seeing a demo and of the Mobile

Personal Assistant, how it packs the functionality of many applications into one, and automatically synchronizes with the online booking tool, this all changed. The committee was already impressed that the Rearden Personal Assistant offered a user experience that exceeded those of the top consumer travel sites, and it was blown away after seeing that booking automatically populates calendar entries and simultaneously updates a powerful mobile application. In fact, the mobile application ended up being a key feature that led Gore to select Rearden Commerce.

Plus, mobile leads to a positive ROI

The feedback from the company's "road warriors" has been extremely positive. According to Jayme, more than 50% of the field sales associates started using the Mobile Personal Assistant within the first few months of its availability. "They've been selling it among themselves and they love it. Everything is right in the palm of their hands." However, the benefits don't just stop at increased user satisfaction and growing adoption. The company is also saving money in the process.

Once Gore implemented the Rearden Personal Assistant along with its mobile component, the travel department experienced a 40 percent decrease in calls covering items such as flight status checks and gate changes, and Jayme is confident that they can continue to eliminate more of these types of calls. This savings alone enables Gore to justify the added expense of this premium service – the annual cost of each additional mobile user is covered within the user's first month on the mobile application.