



## Case Study:

# Effective ground transport for a Global Pharmaceutical company

## Background

GroundScope work with a leading Global Pharmaceutical company which discovers, develops, manufactures, and markets leading prescription drugs across global markets.

## The challenge

The company's ground transportation solution was fragmented, with various visibility of cost and data, and trips being claimed back through expenses via cash or card, with no VAT being reclaimed through cash bookings.

The UK identified GroundScope as an automated booking platform for chauffeur cars, taxis, MPV's and coaches with an additional management service to consolidate and reduce service issues and customer queries. It was recognised that the tool could be deployed in other markets starting with the US.

## Our solution

In support of 'Simplifying the Operating Model', the proposition was to allow global markets to use the GroundScope car booking system, reducing operating costs in the process. Savings were shown through improved efficiencies, for example GroundScope resolve any customer service and invoicing queries impacting all departments in the local market. The global booking system providing wholesale visibility of spend and volume, volume discounts and improved information in all markets showed up to 30% saving from current cost compared with other clients.

Prioritisation was to embrace large markets without data or visibility of travel profile, when cost savings and improved service would have the most impact, which would include both English and non-English speaking countries.

## The benefits

- Volume discount to reduce trip costs and prevent overcharging by lack of visibility
- Average ride price in UK has reduced from £59.99 to £48, which over 55,000 rides equates to £649,450 per year over 3 years
- TOMS legislation has been introduced to allow companies to claim back tax on ground transportation from European countries – the GroundScope service allows for this.
- Business process would be standardized
- Time saving in administrative work and improved efficiencies across the service with a global single supplier
- Profile and ride data reported monthly in all markets linked to ongoing 'review of rates' with providers having the ability to reduce their rates month by month. All rates are capped, therefore increases are not permitted
- All markets would have the ability to book 24/7/365
- Elimination of non preferred suppliers for security and protection of all Personal information
- Access to sustainable and diverse suppliers. Sustainable and emission savings can be used to promote sustainable vision
- System training provided in group – face-to-face and via communication tools such as office communicator
- Following the instigation of a communication plan using VIN screens, notice boards, admin communities, projected adoption levels were quickly reached and now stand at over 99.1%.