

BCD Travel Increases Quality of RFPs and Finds True Vendor Partner in Ombud

BCD Travel is a global corporate travel management company that helps customers book itineraries with preferred suppliers, provides online tools to ensure compliance with travel policies, and delivers data intelligence to monitor budgets and make strategic, ongoing program decisions.

With thousands of employees worldwide combined with meeting and events management and consulting services, there are many moving parts. BCD Travel has to stay on its toes to remain competitive against other major industry players by winning new business and retaining valued customers who rebid the business via RFPs.

CHALLENGE

Unsatisfied Team

Proposal writers did not like the previous system because it led to individual processes, snags with collaboration, and difficulty keeping content consistent.

Clunky Search

The previous system did not import questions or proactively suggest responses, forcing manual processes with each query.

Costly Support

Support was limited to a set number of contacts with extra costs for exceeding maximum.

SOLUTION

Easy & Intuitive Solution

Writers found Ombud easy to use and simple to navigate with innovative features—re-energizing the team and leading to more productivity within a few hours of training.

Intelligent Database

Machine learning made the difference between quick queries and automated suggestions. Making it easier to update the database, collaborate, and find training materials.

Customer-Friendly Support

No extra cost for unlimited, highly responsive customer service support—fostering partnership and saving money, while expanding use case opportunities that drive better performance.

RESULTS

Moving to Ombud was quick, painless, and ultimately a game changer – BCD Travel populates quality RFP responses more effectively, saving time in the sales process.

30%

increase in productivity in just 6 months

16,000

and counting responses generated in the system

46%

reuse of content within first year of use

Noticeable Increase in Quality

of responses when using Ombud



“Our sales team is getting more accurate and complete first drafts—making for less back and forth.”

— Steven Baker, Director of Global Sales Cycle Support

About Ombud

Customers rely on Ombud to automate the content-centric activities in their sales processes. Our platform combines content collaboration, project management, and machine learning to streamline the creation of sales documents like RFP responses, security questionnaires, sales proposals, statements of work, and much more.

OMBUD

Let’s Get Started

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