

## **BTN TRAVELER EXPERIENCE SURVEY**

Please find below an outline of BTN's Traveler Experience Index Survey. To your travelers, the survey is positioned as a traveler satisfaction survey. Results of the survey are calculated to an index scale 1-100 where 100 is the highest possible score.



**\*\*\*The survey is optimized for desktop and tablet\*\*\***

### **PART 1 – SATISFACTION POINTS**

Please rate the following in terms of how important they are to you when booking, traveling or returning from a business trip and how effectively your company supports them.

#### **Level of Importance**

- 1= not at all important
- 2= not that important
- 3= somewhat important
- 4= important
- 5= extremely important

#### **Effectively Achieved**

- 1= not at all effective
- 2= not that effective
- 3= somewhat effective
- 4= effective
- 5= extremely effective

#### **Question #1: PRE-TRIP**

- Understanding trip purpose / objectives
- Clear travel policy / spending guidelines
- Reliable suppliers that support business needs, including premium products when required
- Latitude to build convenient business travel itineraries that support sleep patterns, fitness and nutrition and trip recovery
- Access to virtual meetings tools and option to use them when travel does not fit my work or personal priorities
- Self-service shopping / booking tools that tap my travel profile and history to return relevant choices
- Access to a quality agent to book travel for me
- Carbon emissions indicators in the booking path / guidance on reducing emissions of my trip
- Real-time mobile itinerary management that notifies me of current conditions (traffic, weather, flight status) and prepares me for the trip
- Real-time risk advisories (very severe weather, infectious disease alerts, political turmoil) that could influence decision to take/cancel the trip

#### **Question #2: ON-TRIP**

- Access to tech-based support services (chatbot or other digitized platforms) to support, reroute or rebook in case of travel disruption
- Access to human support services in case of travel disruption, whether via phone, chat/messaging or email
- Mobile notifications that alert me to the benefits of my loyalty status and/or the company's preferred status with the supplier (e.g. early boarding, hotel breakfast, free WiFi, etc.)
- Access to in-policy, reliable internet and data connections (in flight, on train, in-transfer, onsite) to support productivity

- Latitude to make decisions regarding real-time travel needs with confidence about reimbursement
- Travel tools/memberships that reduce time in lines or speed typical travel processes (e.g. airport security/kiosk/counters/immigration; hotel front desk; car rental lines)
- Prominent security structures and/or resources like traveler tracking or emergency mobile messaging that supports traveler safety and wellbeing
- Support for blended leisure/business travel, including access to curated local recommendations for personal time and/or client entertainment

**Question #3: POST TRIP**

- A process and/or tools to report achievement of trip objectives
- Opportunity to provide feedback about the quality of trip/supplier services
- Ease of expense reporting and quick reimbursement
- Compensatory time if business trip spanned weekend or holiday

**PART 2 – RESPONDENT DEMOGRAPHICS – all anonymous**

- Gender
- Age?
- Importance of business travel to job success
- Importance of business travel to job satisfaction / career development
- Expected number of business trips in next 12 months
- Percent of trips that are international
- Whether company has a designated OBT and/or agency (does not ask for partner names)
- Perceived strength of policy / compliance mandate
- Perceived business travel experience score on scale of 1 to 10.