



# The Corporate Case for Managing Ride-Hailing Programs

Ride-hailing has become a travel necessity for most business travelers, driven by smartphone ubiquity, app-based convenience, and the dominance of major rideshare platforms such as Lyft. With ride-hailing at nearly every major airport and most large business travel destinations, the majority of business travelers have used such services.

Yet corporate travel programs have not universally integrated ride-hailing into managed travel. In a BTN Group survey last year, just over half of travel buyers surveyed said they had a relationship with a ride-hailing supplier. In a Lyft survey of more than 3,500 business travelers, 58% said they used a managed profile with a rideshare provider, meaning that the other 42% used individual profiles, offering little visibility into company spend. At industry forums, buyers often ask peers to identify the value of managing the category. Others have revealed plans to manage the category only after learning they were unknowingly spending thousands to even millions of dollars a year on the category. Ground transportation has long been estimated at 10% to 15% of most overall travel budgets, a percentage that some haven't had the time or resources to manage.

# 74%

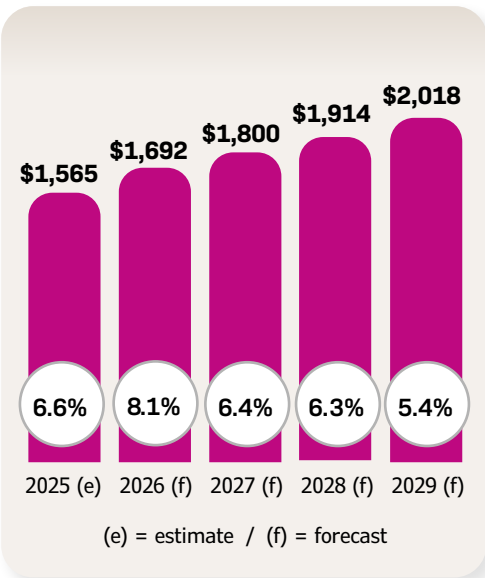
of surveyed business travelers use rideshare services, but only half of travel buyers work with such suppliers, missing opportunities to control costs.



## Growth of Business Travel

After three years of double-digit growth rebounding from the pandemic, global business travel spending is projected to surge to record levels in 2026, according to the Global Business Travel Association’s [2025 Business Travel Index Outlook](#) produced with Visa. By the end of the decade, global business travel is expected to exceed \$2 trillion. The largest share of the market as of 2025 is the United States, which represented \$395.4 billion with growth of 10%, closely followed by China. Despite geopolitical uncertainties, forecasts for business travel growth remain strong.

Global Business Travel Spend (Billions USD)



Source: Global Business Travel Association 2025 Business Travel Index Outlook, GBTA, Rockport Analytics

## Global Business Travel to Exceed \$2T By 2029

### Missed Opportunities

But in not managing growing ride-hailing expenses, companies may be missing opportunities for cost control and visibility, not to mention the ability to deliver enhanced traveler satisfaction with corporate programs that benefit employees with rewards and streamlined expense reporting. This paper outlines why ride-hailing should be a managed category, the benefits for corporations and travelers, and how organizations can measure success.

### Balancing Costs with Traveler Satisfaction

Corporate travel managers are reporting increasing pressures to simultaneously control costs and meet more demanding traveler expectations from managed travel programs.

“The balance we aim for all the time is between cost savings optimization and employee safety and experience,” said RingCentral Assistant Vice President of Global Travel Elena Warburton on a recent [BTN Group webinar](#). While about 95% of the company’s 1,500 frequent travelers book air, lodging and car rentals online through its preferred channel, Warburton said she has less visibility on ride-hailing services.

About a year ago, Warburton said, she began a communications campaign to encourage travelers to use their business profile, instead of a personal one for ride-hailing to provide more accurate reporting.



Using business profiles increases visibility into spend to help teams optimize costs, while rewarding employees with perks at no cost to them. When travelers use business profiles, instead of personal profiles, Warburton said, she can see on the monthly or quarterly reporting “where travelers go, how they travel, how much time and money is spent on each ride and the types of vehicles selected.” She also tells travelers that the more they use business profiles, the more discounts the company can receive for meeting negotiated thresholds. She encourages travelers to help the company save money by using their business profiles. “It makes our travelers feel as though they helped to participate in the bigger picture goal: the success of our travel program,” she noted.

A business profile typically includes a corporate credit card as the form of payment and may integrate with a corporation’s expense system to automatically route receipts into the platform for the traveler. More importantly, use of business profiles provides corporate travel administrators with reporting on all rideshare expenditures of the company’s travelers, according to Lyft.

Lyft Business makes it easy for travel managers to enroll their business travelers in a company’s ride-hailing program with a variety of options. Warburton said they automate enrollment, reducing administrative overhead.



**These types of rewards don’t cost us anything, but it helps me make the travel program more palatable and help drive positive traveler sentiment alongside the hard cost savings.”**

**Makiko Barrett, Sandisk Technologies**

## Simplifying Expensing

For travelers, use of business profiles can also trigger automated receipt forwarding to expense reporting systems. “What I’m focusing on is making the process easier for employees to book and expense charges,” Makiko Barrett, Senior Global Strategic Sourcing Manager at Sandisk Technologies, said on the webinar. Travelers who book expenses outside the managed travel program must “upload receipts manually every time. With rideshare, that’s pretty cumbersome if you take multiple rides a day.” Booking within the managed program, “receipts go into the expense platform automatically. ... That’s a huge win for us. Keeping costs in check is important, but traveler satisfaction is definitely most important for me.”



## Better Rewards for Better Traveler Adoption and Compliance

Travel rewards may also be important for those with a procurement focus, Barrett noted. “Our travelers are very rewards motivated and it’s absolutely a value-add. Our leadership likes it too ... these types of rewards don’t cost us anything, but it helps me make the travel program more palatable and help drive positive traveler sentiment alongside the hard cost savings.”

Lyft introduced the [Lyft Business Rewards program](#) in 2025, said Dan Green, Director of Lyft Enterprise, to influence traveler behavior. While its own studies found that nearly three-quarters of business travelers use rideshare during business trips, only 58% of business travelers used a managed profile, Green said on the webinar. “So, 42% are riding as ‘individuals’ and not on a corporate program. “That gap is what I want to talk about” as it creates a visibility problem for corporations, he noted.

To incentivize employees to use business instead of personal profiles, Lyft Business Rewards “allows travelers using a managed business profile to earn 6% Lyft Cash back for each dollar spent on standard rides and 8% on premium, airport and scheduled rides,” Green said. Travelers can also earn extra points or miles by linking their Lyft account to a travel partner program, including United® MileagePlus®, Hilton Honors™, and Atmos™ Rewards.\*

Unlike other loyalty programs, Lyft Business Rewards doesn’t require a subscription and is entirely free to join.

\*[Terms apply](#).

# 74%

of business travelers use rideshare



# 58%

of business travelers use a business profile



Gap is lack of visibility into spend



## Data Integration and Key Travel Insights

While monitoring the percentage of employees using business profiles for ride-hailing is an important metric, Warburton said she also relies on other aspects of the monthly and quarterly reports she receives from her preferred providers. And she partners with her accounting team for a full view of all ground transportation and other travel expenses.

The company also incorporated a human resources data sync system that Lyft offers. This allows for tracking expenditures not only by traveler but by department and cost center.

The company also tracks trip purpose. The functionality, she added, allows her to provide unique insights to budget owners and leadership about travel expenditures and trends.

Barrett said she has visibility to the total spend through expense data but details on cities or exact locations and transportation types provide key insights into traveler behaviors that can help her build more accurate budget forecasts.

For meetings, Barrett said, her company often issues ground transportation vouchers and encourages travelers to use them instead of limos for airport to hotel transfers or other needs to keep costs within budgets.

As they manage ride-hailing expenses, a key metric for both companies is the percent of travelers using business profiles as the system integrations create less friction for travelers and better insights to optimize company spending.

## Why Corporations Should Manage Ride-Hailing



### A Managed Program Provides:

#### Visibility and Cost Controls

- Centralized spend visibility across all travelers and markets
- Volume-based incentives, option to receive negotiated discounts, or preferred supplier incentives
- Policy enforcement, such as ride class restrictions
- Fraud reduction, eliminating personal account misuse

#### Traveler Satisfaction

- Easy to use app
- Discounts, rewards or exclusive benefits for managed travel programs
- Faster report submissions with integrated receipts to expense reporting platform
- Seamless trips with advanced bookings and recalls for frequent destinations





## Conclusion: The Strategic Imperative

Ride-hailing is no longer a fringe or optional category. It is a core component of modern business travel, with near-universal traveler adoption and a rapidly expanding global market.

“As the ride-hailing category of business travel becomes more prevalent and desired to get from one place to another, the need to manage and understand program ebbs and flows is increasingly important to your managed travel program,” said Karen Beauchamp, Senior Procurement Manager for Marketing, Events, Travel & Professional Services at Pluralsight. Transportation and ride-hailing costs are increasing with many providers, she noted, so it’s important for buyers to partner with a company whose costs “trend lower than others,” according to a [recent study](#). She also appreciates “partnering with a company that truly works side-by-side with her business to manage not only costs, but offers increased accessibility, passenger safety, perks and overall traveler satisfaction,” to her travelers.

As the market grows and platforms enhance their enterprise capabilities, the opportunity cost of not managing ride-hailing increases. Organizations that act now will be positioned to capture savings, improve the traveler experience, and strengthen their overall travel program performance.

## About Lyft Business

**lyft business**

**Lyft Business provides organizations with reliable, flexible ground transportation solutions designed to simplify business travel, reduce administrative burden, and keep costs under control. Through the Lyft Business Rewards program, eligible business riders can earn Lyft Cash back on business profile rides at no cost to the company (terms apply): 6% back on everyday work rides (Standard, Priority, XL, Pet, Wheelchair, Green); 8% back on premium rides (Black, Black SUV, Extra Comfort); and 8% back on airport trips and scheduled rides. Riders also can earn extra points or miles with select travel partners. With solutions spanning business travel, commute, events, healthcare, education, and more, Lyft Business serves organizations across industries to meet the transportation needs of their employees, customers, and guests. To learn more or get started, visit [lyft.com/business](https://lyft.com/business).**