

SOUTHWEST AIRLINES—SWABIZ

Corporate travel made easy

Since the airline's inception in 1971, Southwest Airlines has revolutionized the airline industry with its low fares and unique approach to making air travel FUN, convenient, and affordable. Well-known for being a maverick in the industry, Southwest was the first airline to introduce Ticketless Travel, the first to offer the convenience of online bookings, and the first to revolutionize business travel with SWABIZ. Coined "southwest.com for Business Travel," SWABIZ provides corporate travel managers an efficient, simple, and free tool to book air, car, and hotel reservations and conveniently track traveler reports—all at one online location.

At Southwest Airlines, saving money is always top-of-mind. SWABIZ gives businesses direct online access to Southwest's lowest fares, including Internet-only fares. In addition, booking corporate travel via SWABIZ allows companies to bypass the transaction and reporting fees, resulting in savings of up to 20 percent.

TRAVEL MANAGER

SWABIZ is a corporate travel manager's best friend. The program provides free online travel management reports that detail all transactions at the company's SWABIZ site, assisting travel managers with tracking, managing, and reporting of their company's business travel. Southwest Airlines will provide your company with a Company ID (CID)—an eight-digit number which should be used for all business travel reservations. SWABIZ has expanded the capabilities of its tracking function by enabling corporate travel managers to organize their master reports by department. To do this, a department can insert its name, cost center, or project title in the "Internal Reference Number" field on the "Purchase" page of SWABIZ. The travel manager can then sort spending reports using this field.

Even smaller businesses without formal travel departments can take



advantage of this free online booking tool. "The flexibility of SWABIZ has made it a hit with companies of all sizes, from consulting firms to manufacturers," says Southwest Airlines Regional Marketing Director Rob Brown. "Across the board, we're saving companies money by keeping their booking and reporting costs to a minimum."

Corporate travel managers asked, and Southwest provided. By far the most requested enhancement to SWABIZ has been the ability for travelers to use "ghost cards" when booking flights. Ghost card is a term commonly used by travel managers that refers to having credit card numbers stored in each account's "Company Preferences." This allows travelers who book their own trips to select their form of payment from pre-entered company credit cards without ever seeing the card type, number, or name of the cardholder. It significantly simplifies the accounting process for travel managers.

TRAVELER ACCOUNTS

Traveler accounts are created using individual Rapid Rewards numbers. If travelers do not have a Rapid Rewards number, one is created for them. SWABIZ users can access their accounts by entering their Corporate Identification Number, Rapid Rewards number, and password. Once they have accessed their "Traveler Accounts" page, they can enter their personal information, credit

card information, and travel preferences (including air, hotel, and rental car). The next time they use SWABIZ, those preferences will automatically pre-populate "My Travel Page" with the information previously stored, saving an enormous amount of data-entry time. Individuals can also enter frequently visited city pairs, name them, and then choose that trip by name each time they book their travel on SWABIZ.

"We implemented SWABIZ two years ago and the facts show that SWABIZ is a money-saving, issue free, online booking tool," said Lee Anne Chumley, Travel Manager with American Air Liquide.

