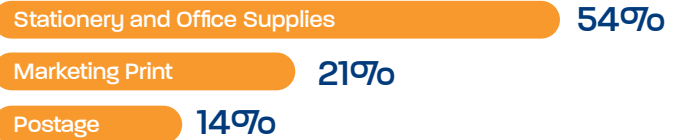


# Combining years of knowledge and skill for maximum results for Iglu.com

CLIENT:	Iglu.com
SECTOR:	Travel Agency
COST CATEGORIES:	Records Management & Office Supplies

## SUMMARY OF SAVINGS



Manoj and his team of specially selected Expense Reduction Analysts (ERA) consultants have generated significant savings and empowered Iglu's management team with greater understanding and control of some business-critical cost centres.

A giant in the online ski and cruise holiday market, Iglu.com Ltd has seen impressive growth over the last five years. After receiving a glowing referral from a former colleague, Finance Director, Lorna Vincent, reached out to ERA's Client Relationship Manager, Manoj Pabari, to find out how Iglu's internal costs and procurement processes might be improved.

## THE CLIENT

Iglu.com is the UK's largest independent agent of ski holidays and cruises. Founded in 1998, the company stands for expertise, variety and value. Its team of over 200 staff are experts in their roles and between them, have skied, cruised and holidayed so broadly that they can offer a genuinely accurate and detailed level of service no matter where you are travelling. Fully independent and not financially connected to any cruise line or tour operator, Iglu.com is able to offer true and honest value when helping customers to find the best holiday. Lorna recognised a similar independence in ERA's approach to suppliers.

## A RELATIONSHIP BUILT ON TRUST AND CREDIBILITY

With over 16 years' experience, ERA Client Relationship Manager, Manoj Pabari specialises in managing relationships to a client's best advantage and identifying projects for long term benefits. After analysing requirements and selecting the best-fit team of experts, Manoj then manages the procurement process at every step to ensure quality and service levels are maintained to the highest possible standards.

As is standard practice at the start of all ERA client relationships, Manoj conducted a review of Iglu's expenditure with Lorna. This approach allowed him to identify several areas of spend in which he believed ERA could make a significant and beneficial impact.



"We've gained a mixture of some serious financial savings, standardisation of procedures for ordering and a greater level of visibility and understanding that we can take forward ourselves as we continue to grow. Manoj and the team have been extremely knowledgeable and professional and no matter the outcome, we've been kept well informed along the way. I would definitely recommend working with ERA."

**LORNA VINCENT**  
FINANCE DIRECTOR, IGLU.COM

Impressed by ERA's no-nonsense approach, Lorna agreed to an initial 'test' project on a non-essential cost centre: Stationery and Office Supplies and the savings achieved confirmed Lorna's belief that despite her own team's skill, ERA's expertise was extremely valuable. Empowered by the new partnership, Iglu selected three core business spends for review: Marketing Print, Postage and Merchant Card Fees.

## SENSITIVE CATEGORY MANAGEMENT

As one of Iglu's largest cost centres, Marketing Print was not only a vital area of spend but a highly sensitive one too. As the largest client for their existing supplier, Iglu's internal marketing and design team already had close ties to the incumbent and so, were conflicted over possible change.

Manoj enlisted Print specialist, Keith Copestake, to head up the project. With the greatest diplomacy and a very open line of communication, Keith conducted a full review of the existing supplier relationship to gain a thorough understanding of Iglu's needs. Thanks to his extensive market knowledge and years of experience, Keith identified and presented a new, best-fit supplier to Iglu for approval; one which would deliver substantial savings, exceptional service levels and greater visibility at a cost centre level.

## DELIVERING SAVINGS AND EFFICIENCY

Postage represents a large cost centre for Iglu, who send out hundreds of mailshots and other marketing collateral every month. Postage specialist, Anthony Kinder, who has successfully implemented over 80 similar projects, conducted a detailed audit and identified that Iglu's two postage providers were not offering the most efficient solution. Anthony took the project out to tender and, by leveraging his market knowledge, introduced a new supplier who could offer a turn-key solution.

As a Postage expert, Anthony was also able to alert Iglu to previously unknown issues and as part of his ongoing reviews, Anthony ensures any annual changes by the new supplier are reasonable and that they remain the most competitive.

"By streamlining the contract down to one supplier and introducing sustainable post, we were able to attract greater levels of service and lower rates for an overall saving of 14%. As part of my role, I helped the client deal with a number of initial issues and agree a contract - I really make sure that we transition every piece of the puzzle. From the client's perspective, it's very hands-off with minimal impact on their existing time or resources," explains Anthony.

Two of ERA's Merchant Card Services experts, Paul Davidson and Paul Lucraft ('the Pauls'), were selected to review and analyse this notoriously complex cost centre. Iglu were keen to ascertain whether savings could be made on card payments and had already received several proposals from potential new suppliers. However, each was so detailed and uniquely structured that it was difficult for Iglu's internal team to compare like-for-like.

After in-depth discussions with the team at Iglu, the Pauls learnt of the company's plans to expand into Europe.

Armed with this information, they were able to utilise their extensive market knowledge and experience to run a full market tender.

Working through a plethora of technicalities, including the impact of the upcoming surcharge ban, the Pauls were able to confirm that Iglu's current pricing structure was fair and accurate and therefore, recommended that they remain with their existing supplier.

Working simultaneously, the Pauls had identified that Iglu's payment gateway did not support their planned expansion. After a full market tender, a shortlist of best-fit suppliers was drawn up and presented for consideration.

**"We saved significant sums on the Marketing Print project. Having Keith's industry knowledge and contacts was invaluable. We just don't have that level of specialist expertise in-house. We've been really pleased with the new supplier ever since."**

**LORNA VINCENT**  
FINANCE DIRECTOR, IGLU.COM

ERA then arranged and chaired meetings with the potential new suppliers. The Pauls were able to deliver a solution that would bring both immediate and long-term benefits.

"In a nutshell, the key thing we were trying to do was to enable Iglu to have more successful transactions i.e. increase their turnover. It's all about the changing nature of payments. The landscape is ever-evolving and so it's important that we ensure the solution we present is future-proof" explained Paul Lucraft.

ERA's client relationships don't end with identifying the best supplier and saving costs. The transition to the new suppliers was seamless and ERA ensured that promised service levels were being met. By continually managing prices and monitoring against the marketplace, ERA UK consultants deliver quarterly reports that enable true visibility and control.

Keen to continue to leverage the knowledge in the ERA network, Iglu have recently appointed ERA's Michael Hully to review IT spend.

## ADDED VALUE

- Improved visibility and control over spend.
- Strengthened position for future renewals.
- Streamlined and simplified contracts.
- Improved level of service and support.
- Access to specialist category experts.