



“ With CLC we saved \$445,000 in the first half of 2018. It’s a big deal! ”

Tom Rogers, SRP Companies



As one of North America’s leading in-store merchandising services, SRP places sunglasses, earphones and more in over 50,000 stores across the U.S. and Canada. The company came to CLC to reduce lodging costs and streamline reservations for 400 traveling sales representatives.

THE CHALLENGE

THE CLC SOLUTION



The company struggled to control costs and enforce its \$80 a night cost cap when sales reps booked their own rooms.

With CLC, SRP reduced lodging costs by 20% in 2017 and saved \$445,000 in the first half of 2018.



SRP sales reps were booking their own rooms through individual hotel networks, which limited access to rooms and savings.

With thousands of pre-negotiated and discounted hotels across North America, SRP reps have access to more hotels in more places.



SRP lacked visibility into its lodging spend due to reps using their personal cards and submitting expense reports with varied costs & expenditures.

SRP gained visibility into lodging transactions and streamlined expense management.



Reconciliation was inefficient and labor intensive, leading to additional staffing costs and lost time for other priorities.

All lodging costs now go to one SRP credit card, and a consolidated monthly invoice makes reconciliation and payment efficient.

