

## case study Mothercare

The Mothercare group is comprised principally of two iconic retail brands with international appeal; Mothercare and Early Learning Centre.

The group's brands operate through three distinct channels to market; UK stores, Direct (being the in-home and in-store internet-based businesses and catalogue mail order), and International, under which the group franchises (or participates in joint venture) operations delivering the Mothercare and Early Learning Centre brand retail operations in overseas markets.

### The Challenge

A leading UK high street retailer (Mothercare) needed to locate its travellers at the push of a button. This was particularly important since the Corporate Manslaughter Act was passed through Parliament and senior staff now must take full responsibility for the wellbeing and safety of their staff. In addition to this, we live in volatile times and global terrorism makes business travel more demanding.

### The Solution

Giles travel has access to G-Track, a web-based traveller-tracking solution accessed via an individual sign-in on a site configured to track data on corporate travellers. It's a useful risk management tool which you can access anywhere you have internet access. The site displays the current location of travellers (air and hotel) booked by Giles Travel, on a simple world map, with detailed traveller information available at the click of a tab. In the event of an emergency or travel disruption you can easily locate your employees.

Ease of Use and Peace of Mind were secured.

### The Benefits

- Pre-trip and current trip data captured.
- Reporting facilities including CO2 reporting available.
- Flight threshold facility - restrict number of travellers, or specific travellers, taking same flights.

Giles Travel was able to integrate a customisable solution that allowed Mothercare to meet its corporate responsibilities.



*"Proactive... Experts... FANTASTIC!"*

