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## **CWT sets industry benchmark for new client onboarding**

**Minneapolis, May 25, 2021:** CWT, the Business-to-Business-for-Employees (B2B4E) travel management platform, today announces the successful roll-out and implementation of its remodeled onboarding program for seamless and swift new client integration - traditionally an industry-wide issue.

Celebrating an excellent 2020 Net Promoter Score (NPS) of 57, Darren Toohey, Head of Global Sales said: *“Global travel management is a complex, multi-faceted service requiring excellence in delivery, effectively meeting the expectations of travelers and clients alike. Ensuring CWT speeds up the process*

*and smooths out potential road bumps is therefore key when a client decides to switch travel partners. Our dedicated team of professionals are intensely focused on making the on-boarding experience the start of a great relationship. Hence it's great to see the work pay off with the endorsement of our customers."*

*"Building a program that delivers the consolidation and customization that our organization requires, was and is our number one consideration, when moving to a new travel management provider," said Kristina Fouts, Global Sourcing Project Manager at Dover Corporation, a diversified global manufacturer. Commenting on Dover's current CWT onboarding, Fouts concluded; "the provision of both centralized resources to ensure consistency, and local resources and key expertise has greatly facilitated our joint implementation team to deliver for our needs."*

[Additionally, with a 61% NPS positive score in 2020, CWT has put a closed loop process in place to ensure the company never rests, but continuously strives to improve onboarding capabilities to ensure smooth transitions once clients decide to join the CWT family of customers.](#)

CWT has onboarded US\$7bn in new client business over the last five years while maintaining an average existing client retention rate of over 96%.

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#### Notes to Editors:

1.[CWT](#) is a Business-to-Business-for-Employees (B2B4E) travel management platform. Companies and governments rely on us to keep their people connected – anywhere, anytime, anyhow – and, across six continents, we provide their employees with innovative technology and an efficient, safe, and secure travel experience.

2.[Dover](#) is a diversified global manufacturer that delivers innovative equipment and components, consumable supplies, aftermarket parts, software and digital solutions & support services, with annual revenues of approximately \$7 billion and about 24,000 employees.

3.[NPS](#) is a standard metric measuring client loyalty, while supporting continuous improvement. A question is asked - in this case: *How likely are you*

*to recommend CWT?* – with respondents rating their answer between 1-10. Scores of 9/10 are deemed to be a promoter and an overall NPS score is then calculated as the percentage of promoters minus the percentage of detractors.

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