

CASE STUDY

Travelex Business Travel

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MAGNATECH®

ONTRACKplus®

BB BOOKINGBUILDER
TECHNOLOGIES

TicketFetch



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ABOUT TRAVELEX INTERNATIONAL

Founded in 1992 and based in the Chicago area, Travelex International is a proudly family-owned travel agency known for combining “High Touch” service with “High Tech” innovation. Led by President Ursula Pearson and Executive Vice President Gregory Pearson, the organization has built a strong reputation across corporate travel management, personalized leisure travel, and custom group travel. With advisors whose average tenure exceeds 25 years, Travelex International delivers deep industry expertise alongside a highly personalized client experience.



Headquartered in Hoffman Estates, Illinois, with an additional location in downtown Barrington, Travelex International is a branch of Tzell Travel Group, one of North America’s largest travel management companies and part of the extensive Travel Leaders Group. A proud member of the Virtuoso network and a certified Women’s Business Enterprise (WBE), Travelex International continues to set the standard for service excellence and forward-thinking travel solutions.



ABOUT THIS CASE STUDY

This case study focuses on Travelex’s business travel department, TravelexBiz, and its integrated use of BookingBuilder Genie’s Unused TicketFetch and Magnatech® Travel Management Solutions’ OnTrackplus®.

CHALLENGES BEFORE IMPLEMENTING ONTRACKPLUS AND TICKETFETCH

With its long tenure in the industry, TravelexBiz was established in an era where everything was done by hand, even ticketing, and especially the manual tracking of credits. Over time, as the corporate business continued to grow, it became evident that in order to keep up with the growth and the market, TravelexBiz needed to improve their technology stack and ensure the reporting capabilities were best in class.



ENTER:

An external business consultant, familiar with many TMCs' processes, was tasked with identifying efficiency gains by updating TravelexBiz's technology. His assessment found five opportunities for improvement:

01

Reduce Errors: Manual tracking relied on memory, notes, and special handling, often leading to inaccuracies.

02

Eliminate Inconsistencies: When manual processes are left to the individuals, each travel consultant may have slightly different ways of handling things, creating inconsistencies across the business.

03

Save Time: Consultants were wasting precious time manually uploading ticket credits one-by-one into their online booking tool, Concur Travel.

04

Save Money: Errors in the manual calculation and application of credits resulted in airline Agency Debit Memos (ADMs), directly impacting profitability.

05

Let people do their jobs: Already a consultant wears multiple hats, so delivering a solution that could remove time spent tracking, sorting, calculating, and applying credits enabled consultants the opportunity to focus on core areas of their jobs: logical bookings, travel policy enforcement, and customer service.

WHY ONTRACKPLUS AND TICKETFETCH?

Based on the external consultant's vast agency experience and travel technology exposure, *Magnatech's OnTrackplus* was identified as a quick and effective method to automate the tracking, calculation and reporting of unused tickets. This first step alone relieved TravelexBiz from errors, inconsistencies, and time spent trying to manually manage tickets on hold.

Step two quickly followed: to implement *BookingBuilder Genie* which produces pop ups on consultant desktops during the booking process. These messages provide key reminders such as client travel policies and booking requirements. Specifically, TicketFetch instantly displays the available credits for any given traveller or group of travellers.

Integrated together, TicketFetch automatically notifies consultants on screen when a relevant OnTrackplus credit is available for use during the booking process, ensuring no opportunity is missed.



IMPLEMENTATION

This implementation was part of a larger, coordinated series of technology upgrades designed to position TravelexBiz competitively within the modern corporate travel market. A dedicated technology implementation specialist was engaged to oversee requirements, deployment, and training, ensuring business, client, and consultant needs were aligned. A critical success factor in the OnTrackplus-Genie rollout was standardizing internal data practices across consultants to ensure consistent, accurate credit tracking.

IMPACT AND RESULTS

The initial and ongoing benefits of the OnTrackplus-TicketFetch integration are numerous and surprising, impacting clients, staff, and overall profitability:

The Clients



Client feedback has been consistent and overwhelmingly positive; they are impressed with the reporting capabilities including the form, fashion, timeliness and professionalism.

Importantly, the content of the reports tells an improved travel budget story for the clients too: the number of tickets in credit is clearly decreasing month-on-month, while the number of exchanged tickets is steadily increasing, thanks to the timely TicketFetch credit availability messages to agents mid-bookings.

In addition, with the online booking tool (OBT) automated integration with OnTrackplus, there is no longer any manual delay for credits to appear or be removed in the Concur profiles, giving clients greater confidence in being able to uptake a credit.

The Business



The direct financial benefit of the OnTrackplus-TicketFetch implementation to TravelexBiz is significant. In addition to productivity gains, the solution delivers a clear and measurable return on investment. In particular, because the online booking tool profiles were out of sync with actual credit status, the agency was repeatedly charged Agency Debit Memos (ADMs) by the airlines for attempting to exchange a credit more than once.

The cost of these errors has reduced remarkably, Michele Hindson, Operations Manager, notes:

“

Our ADMs have gone down substantially. Compared to pre-OnTrackplus-Genie implementation numbers, we've easily saved \$3000-\$5000 in debit memos per month.

”

USER EXPERIENCE AND FEEDBACK

Investing in a technology makeover including the OnTrackplus-Genie integration has been akin to drawing a line in the sand, as if to say, from this point forward TravelexBiz has established itself technologically at par with global agencies. This has instilled a sense of pride and purpose across the team.



The travel consultants

...appreciate the process streamlining and time-saving that the OnTrackplus-TicketFetch implementation has brought them. Not only does this joint solution provide them with more time to focus on their core role: helping customers travel, it also helps them be more accurate and accountable in the booking eco-system.



The team leaders

...do not need to be physically standing behind the agents ensuring all processes are followed, thanks to a BookingBuilder daily supervisor report highlighting every opportunity a consultant had to use a flight credit. Instead, they are now equipped to have focused conversations and drive better results.



The spreadsheet guy

...is “tickled pink” that he doesn’t need to try to decipher, validate and standardize all the credit reporting at the end of the month. He knows that the unused credits are now properly recorded, tracked, used, and updated in real time.



FUTURE PLANS

With ambitious growth plans on the horizon, TravelexBiz will be exploring other solutions by both Magnatech and BookingBuilder to help them stay a step ahead. In today's rapidly evolving corporate travel landscape, maintaining a competitive edge requires continuous technology investment, and TravelexBiz plans to continue partnering with trusted providers such as Magnatech and BookingBuilder to support its growth trajectory.



SUMMARY

Investing in both Genie and OnTrackplus has had a significant impact on TravelexBiz, saving the company both money and time, and providing the platform and processes necessary to support continued growth and deliver measurable value to corporate clients.

Michele's advice:



“If you're still managing credits in spreadsheets, it's time to move on. BookingBuilder's Genie and Magnatech's OnTrackplus are powerful on their own, but together they create the structure, accountability, and efficiency your team needs to perform at a higher level and truly deliver for your clients.”

- Michele Hindson, Operations Manager, Travelex Business

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