

# From Hours to Minutes: How FlyFlat Transformed Travel for EAs

CASE STUDY

# The Need for a **Better Solution**

Executive Assistants (EAs) are the backbone of many high-level executives, managing complex schedules, meetings across time zones, and, most crucially, travel logistics. In today's global business environment, coordinating premium travel can be overwhelming, especially when juggling last-minute changes, executive preferences, and cost efficiency.

For one leading community of Executive Assistants, the pressure was mounting as they faced:

→ **High costs** due to last-minute premium-class bookings.

→ **A need for flexibility and personalized service** to handle itinerary changes efficiently.

→ **Time-consuming booking processes** that took them away from more strategic tasks.

→ **Lack of crisis support**, forcing EAs to step in when flights were delayed or canceled.

→ **Decentralized travel management**, where each EA booked flights and hotels separately, leading to inconsistent pricing and no clear expense oversight.

→ **No viable software solutions**, as they required a more hands-on, human approach.



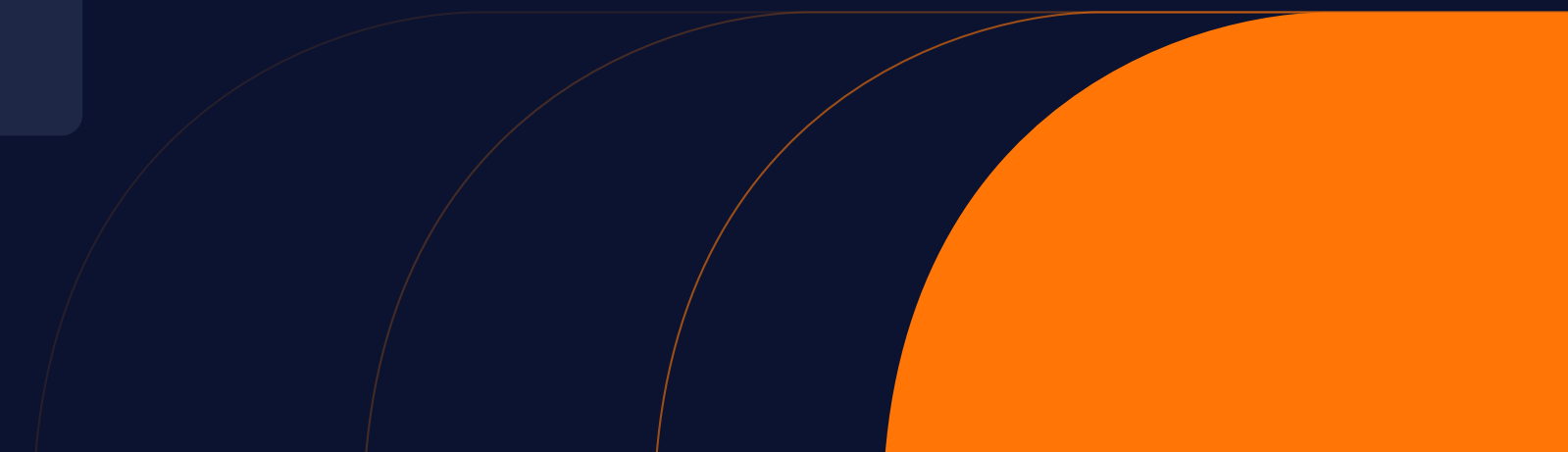
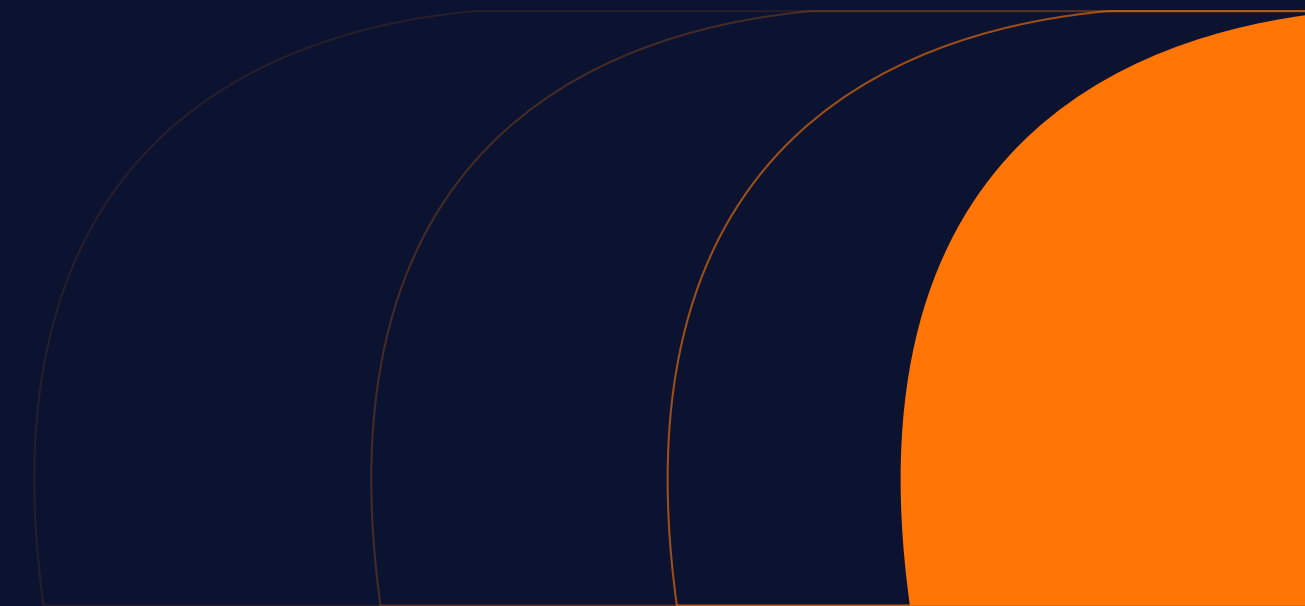
**13 EAs** from the community spent **\$179K** on 35 flights, which would have cost **\$278k** at retail prices, saving **\$101K (38.5%)** in the first 4 months of using FlyFlat.

# Background: The Challenge of Managing Executive Travel

However, the real challenge wasn't just about saving money; it was about reclaiming time, **ensuring flexibility, and reducing the stress of crisis management.**

They needed a solution that:

- **Centralized travel management** for consistent pricing and expense tracking.
- **Offered personalized, white-glove concierge service** for seamless bookings and changes.
- **Saved valuable time**, allowing EAs to focus on strategic work rather than travel logistics.
- **Provided significant cost savings** without compromising on the quality of premium travel.
- **Handled crisis management**, ensuring quick resolutions for disruptions without EAs having to intervene.



# The FlyFlat Solution: Redefining Executive Travel Management

FlyFlat transformed their approach to travel management by offering:



## Exclusive Discounts on Premium-Class Flights:

With industry-only fares, FlyFlat consistently provided discounted rates, ensuring cost efficiency without compromising on quality.



## 24/7 WhatsApp Concierge Service:

EAs simply messaged FlyFlat's team, who managed every detail, from booking to last-minute changes. This eliminated the need for EAs to search multiple websites or deal with customer service.



## Centralized Booking and Reporting:

FlyFlat's system provided visibility and control over all bookings, allowing for better expense management and oversight.



## Personalized White-Glove Service:

Each trip was customized to meet the executives' preferences, from seating choices to special requests, enhancing their travel experience.



## Crisis Management Support:

When flights were delayed, canceled, or changed unexpectedly, FlyFlat stepped in immediately, finding the best solutions while keeping executives on schedule.



# Unlocking Savings Without Compromising Quality

FlyFlat’s strategic approach led to significant savings on every trip and secured premium travel options at prices far below retail.

Some of the most notable savings included:

Item	Ticket Type	FlyFlat Price	Retail Price	Savings
LHR to EWR / EWR to LHR	Business Class	\$4,415	\$10,320	\$5,905
LHR to JFK / JFK to LHR	Business Class	\$6,210	\$11,394	\$5,184
2x LHR to MIA / MIA to LHR	Business Class	\$13,284	\$18,274	\$4,990



**Total Savings:** \$101.5K across 35 flights, with an average discount of 35.8%.

## Time Savings: The Hidden Value of Concierge Travel

Time is an Executive Assistant's most valuable asset. Research shows that booking premium flights manually takes approximately 20 minutes per search.

With **35 bookings managed through FlyFlat**, this community saved an estimated **1548 minutes (1.1 full workdays)**—time that was redirected to strategic tasks.



EA's and their Key Executives saved 1.1 full workdays.

## Beyond Bookings: Streamlined Changes and Crisis Management

Last-minute changes, cancellations, and disruptions are inevitable in executive travel. Without a dedicated support system, EAs would spend **hours coordinating with airlines**, finding alternative flights, and ensuring their executives stayed on schedule.

FlyFlat's **24/7 WhatsApp concierge service** removed this burden entirely. Instead of navigating long hold times and complicated airline policies, EAs simply sent a message to FlyFlat, which secured the best available fares and handled all logistics.





# Why FlyFlat?

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## Time Efficiency

EAs saved valuable time with FlyFlat's seamless booking process, allowing them to focus on strategic tasks.



## Cost Savings

With an average savings of 26%, FlyFlat helped optimize travel budgets while maintaining premium travel standards.



## Personalized Service

FlyFlat's white-glove concierge approach ensured every booking was tailored to the executive's preferences, providing a superior travel experience.



## Centralized Control and Reporting

By consolidating all bookings through FlyFlat, the firm gained better visibility into their travel expenses, enabling smarter budgeting and expense management.



## 24/7 Support and Crisis Management

Last-minute changes, flight delays, and cancellations were handled swiftly, ensuring stress-free travel logistics.



## Results & Takeaways

For this community of Executive Assistants, FlyFlat was more than just a travel service—it was a strategic partner. The impact included:

- ✓ **Total savings of \$101.5K** across 35 premium-class flights.
- ✓ **Average discount of 35.8%**, maximizing budget efficiency.
- ✓ **Time saved: 25.8 hours**, redirected to higher-value tasks.
- ✓ **Centralized control over travel expenses**, ensuring consistent pricing.
- ✓ **Personalized, stress-free booking experience** via WhatsApp concierge.
- ✓ **Seamless management of last-minute changes and crisis situations** without hassle.





# Conclusion: Empowering Executive Assistants

FlyFlat redefined how this community managed travel, turning a chaotic and time-consuming process into a streamlined, cost-effective, and personalized experience. By doing so, FlyFlat empowered Executive Assistants to focus on their core responsibilities rather than travel logistics—ultimately supporting the success of their executives.

Want to see how FlyFlat can make your travel management more efficient? Let's talk.

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**FlyFlat**