

# Persona # 4

## ➤ Meet: Koldo Anchorena – *The Travel Manager*

- Travel Manager at *Company X* (a tech company) based in Madrid, Spain
- His job is to balance employee experience with company costs: he wants to make sure his corporate travelers have a great experience at the same time he needs to make sure the travel budget from *Company X* is projected and used in the correct way.
- Passionate about processes and data
- Every week he generates a report on travel expenses, which includes cost of airline tickets, hotels, ancillary services, ground transportation, meals etc
- *Company X* has started to digitalize and automate some key processes: 75% of air bookings are made via the company Corporate Booking Tool, the company has implemented an expense management tool, but there is still room for improvement around use of data for reporting purposes, but also to provide a better experience to travelers, and this is one of Koldo's key objectives

### Your mission:

Make his work more effective thanks a better use of technology! DIGITAL!

