



Building Bridges Between 50 Communities

AXIOM's conferencing services provides meeting convenience for 3,200 employees in more than 50 locations and delivers significant cost savings

Senior Lifestyle Corporation is the nation's twelfth-largest senior living operator – and the only company offering retirement living for every economic level, from luxury to mid-market to affordable. With more than 50 communities in 13 states and 3,200 employees, Senior Lifestyle attributes approximately 95 percent of its travel to Chicago corporate office employees visiting these communities. The company needed a travel solution that could simplify the booking process and provide visibility to travel spend across the company.

The Move to AXIOM

In September of 2007, Senior Lifestyle decided to move away from the corporate booking tool they had used for over two years and onto AXIOM – The American Express Interactive Online Marketplace. According to Bill Blouin, vice president of human resources for Senior Lifestyle, "AXIOM provided a more intuitive and user-friendly solution than our previous booking site, and it offers more services in one convenient area. AXIOM's ability to automatically track, display and apply unused tickets to new bookings was one of the primary reasons we selected the tool."

Senior Lifestyle has now expanded its use from beyond the corporate office and had AXIOM implemented in each of their 50 communities.

Benefiting from Additional Business Services

AXIOM's other great advantage relative to other travel booking alternatives is the additional business services that go beyond traditional air, hotel and car rental. Since rolling out AXIOM, Senior Lifestyle uses the Airport Parking, Car Service, Dining, Event Tickets, and Web and Audio Conferencing services.

Focusing specifically on opportunities for savings within conferencing, Senior Lifestyle has realized significant cost reductions in both web and audio conferencing by capitalizing on AXIOM-negotiated rates with WebEx and Premiere Global. For example, through AXIOM, the human resources department holds a national monthly audio conference call and the chief operating officer hosts a weekly marketing and financial review call. Along with the more favorable rates available through AXIOM for existing conferences, the company continues to explore the potential savings in other areas.

"We frequently hold sessions to train our widespread sales and marketing teams," explained Blouin. "Web conferencing through AXIOM is an essential tool that gives us additional options to bring our teams from all over the country together more frequently and efficiently manage our travel spend."

By offering a more robust, user-friendly booking tool plus the ability to find, book and manage business services that go beyond traditional air, hotel and rental car, AXIOM succeeds in providing Senior Lifestyle with valuable service and convenience to employees and significant cost savings to the company.

"AXIOM exceeded my expectations and continues to prove its value," said Blouin. "I am extremely happy with the solution's expansive services and savings opportunities and absolutely recommend the AXIOM platform to everyone looking to save on travel and business related costs."

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- Bill Blouin
Vice President, Human Resources
Senior Lifestyle Corporation