

The Freebird logo, featuring a stylized red bird icon to the left of the word "Freebird" in a red, sans-serif font. The logo is positioned in the top left corner of the page, which is partially obscured by a white circular graphic.

Freebird

The Discovery logo, featuring a small globe icon to the left of the word "Discovery" in a grey, sans-serif font. The logo is positioned in the middle left of the page.

Discovery

Business Travelers at Discovery Use Freebird to Save Time and Money

Customer Case Study

Overview

Discovery, Inc. is a global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. They are a publicly-held Fortune 500 company based in New York City with over 10,000 employees and are best known for their global media properties that include:



Yukari Tortorich is the VP of Global Travel Services at Discovery. She is a travel industry innovator, recently named the 2018 Practitioner of the Year by Business Travel News. In just the past five years, Yukari and her team have piloted and implemented ten new travel technology tools in their corporate travel program, including Airbnb, Freebird, Lyft, Uber and Yapta.

Yukari was one of the first corporate travel managers to recognize Freebird as a mobile service that could address the corporate traveler experience during flight disruptions. Yukari piloted Freebird in 2017 with a small group of VIP travelers, and based on the results, renewed Freebird in 2018 to protect all domestic flights at Discovery.

Freebird Evaluation

The Discovery team evaluated Freebird based on the following selection criteria:

Traveler Experience - The primary criteria was if Freebird could improve the traveler experience, helping get travelers to meetings and reducing stress when flights get disrupted.

Time & Cost Savings - Quantifying time savings, travel costs and airfare refunds that resulted from disrupted travelers using Freebird.

Implementation - Validating that Freebird would easily integrate with existing reservations with no impact on agency ticketing or reporting operations.

Duty of Care - Confirming that Freebird would enable agency partners to access rebooked itineraries and maintain traveler tracking and security

Executive Admins - Understanding how EAs could support disrupted travelers by receiving Freebird disruption alerts and rebooking travelers as needed.

An additional insight learned was that disrupted Discovery travelers rebooked 60% of the time on other airlines. When all available airlines were offered, travelers had significantly more options to get on the best available flight. And since Freebird pays for the rebookings, Discovery isn't concerned about disrupted travelers choosing to book on other airlines, as long as they're tracked.



“Freebird makes sure our travelers get where they need to be. Our travelers know that Freebird is watching out for them.”

YUKARI TORTORICH,
VP of Global Travel Services, Discovery



Traveler Story

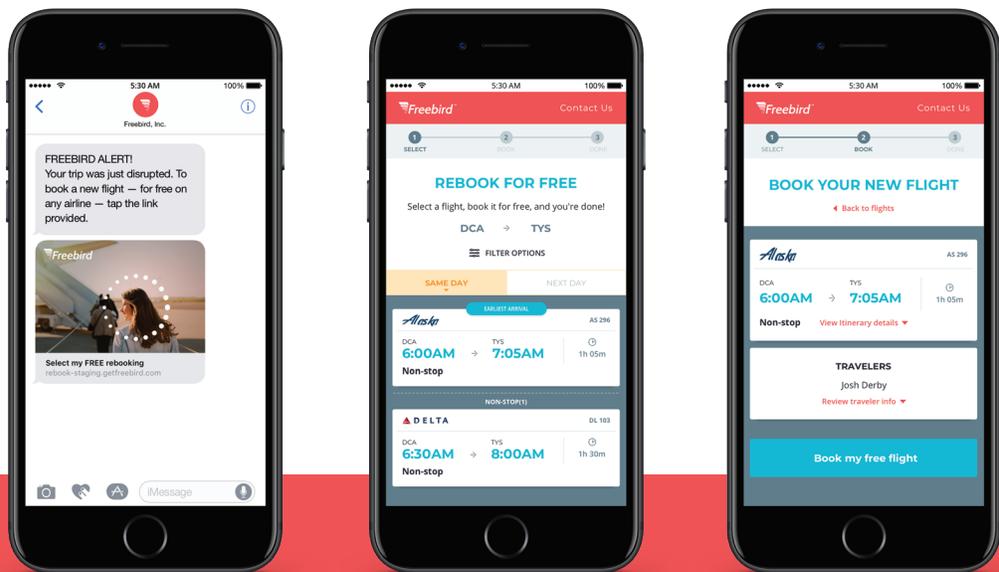
One of the disrupted travelers at Discovery who rebooked using Freebird...

Josh Derby, VP of Technology Development & Strategy, was traveling from DC to Knoxville for an important business meeting.

The airline cancelled Josh's original flight from Washington National, but Freebird texted him that morning, and he chose a flight on another airline from Washington Dulles, as he hadn't left for the airport yet, and it arrived earlier than planned.

Unfortunately, Josh's return flight was also cancelled by the airline, but Freebird texted him again, and he chose a direct flight on the same airline back to Washington National.

Josh arrived for his business meeting and made it back home on time. Freebird paid for each rebooking, and Discovery received full refunds on both the original tickets.



"I've had two flights get cancelled and rebooked through your service, and Freebird saved me a missed meeting and got me home to my family. With my last cancellation, I got to watch all 50 people on my flight run to swarm the single gate agent after the cancellation. I just pulled my phone out of my pocket and responded to the Freebird text message. Freebird's ability to cross between air carriers and instant response has made it a much better option than traditional rebooking through the airline, especially for some of the smaller airports I've travelled to recently."

JOSH DERBY,
VP of Technology Development & Strategy, Discovery

Freebird Results

FREEBIRD COVERAGE

14 months	Freebird usage period from Aug 2017 thru Sep 2018
5.1%	Flight disruption rate (cancellations, missed connections, 4+ hr delays)
137	Freebird rebooked flights
60%	Flights rebooked on different airlines
Takeaway	Discovery travelers experienced domestic flight disruptions 5.1% of the time, resulting in 139 traveling rebookings with Freebird.

TRAVEL SAVINGS

\$538	Actual rebooked Avg Ticket Price
+ \$50	Est additional taxi/hotel/meal/savings per rebooking
= \$588	Travel savings per rebooking
x 137	Rebooked flights
= \$80,556	Total value of travel savings
Takeaway	Discovery travelers saved \$588 per new rebooking with Freebird for over \$80K travel savings.

TIME SAVINGS

5.2 hrs	Avg disrupted flight arrival time vs/ rebooked flight arrival time
x \$150	Est hourly employee salary/value savings
= \$780	Time savings per rebooking
x 137	Rebooked flights
= \$106,860	Total value of travel savings
Takeaway	Discovery travelers saved over 5 hours on average with Freebird, representing \$780 per rebooking and \$106K total time savings value.

AIRLINE REFUNDS

\$243	Avg airline refund per ticket
x 137	Flight rebookings
= \$33,291	Total airfare refunds received
Takeaway	Using Freebird, Discovery also received full-cash refunds from airlines for over \$33K in additional savings.

TOTAL SAVINGS

\$220,707	Total savings from Freebird
Takeaway	Discovery estimates over \$220K total savings using Freebird to manage flight disruptions over the past year.

“Our travelers love Freebird, plus Discovery is saving both time and money, all while better managing flight disruptions.”

YUKARI TORTORICH,
VP of Global Travel Services, Discovery



Freebird Testimonials

Feedback from other disrupted travelers at Discovery who used Freebird.

“There were no phone calls to make or long hold times to endure as many other stranded passengers experienced.”

EILEEN PINEIRO,
Sr. Channel Director

“The person who assisted me was super quick and knowledgeable! This is a great service and have already recommended it!”

MONA BHOW,
Vice President

“Almost instantly providing me a bunch of options and handling the processing of it all. It definitely took that piece of stress away so I could concentrate on my trip.”

JASON TURNER,
Senior Creative Director, Marketing

“Freebird customer service was great. When I texted the representative, they got back to me right away and stayed in contact with me to ensure I was comfortable.”

MICHAEL EISENBAUM,
VP Branded Entertainment

“When my flight was cancelled, Freebird made the rebooking process much easier and I was able to get to meetings in time. It felt like a seamless process.”

KELLY KANE,
SVP Partner Marketing

“If not for Freebird, I would have made it to my destination in time, but it would have been on a red eye so I would not have been fresh for the day’s work.”

JOE MOCCIA,
Senior Art Director





About Freebird

Freebird is a simple mobile solution that empowers business travelers to skip the line and instantly book a new ticket after a flight cancellation, significant delay, or missed connection—on any airline, for free, with only three taps on their phone. There's no app to download—travel managers select which travelers to protect and Freebird is applied automatically via their travel agency partner.

Learn more at getfreebird.com