

## QUADRANT CASE STUDY

### DELIVERY SUPPORT



#### The challenge

Following a strategic review of additional revenue opportunities, conducted by Quadrant, Eurotunnel committed itself to seeking delivery partners in selected product areas. In the specialised market of cross-channel travel, Eurotunnel needed partners that would be a good long term fit with the needs of its demanding customers and Eurotunnel's positioning as a trusted, high quality market leader, as well as making commercial sense. Quadrant was asked to conduct a 'search and selection' process for an appropriate delivery partner in accommodation.

#### What did we do?

We started by defining and agreeing the key selection criteria for an appropriate partner and successful working relationship. These incorporated a wide range of elements relating to such factors as range and quantity of accommodation stock, affordability, customer-facing functionality and ease of use, margin, evaluation of risk and ease of working together.

We then conducted a full search of the relatively complex and evolving online accommodation market, identifying potential participants and inviting expressions of interest. A comprehensive, professional and persistent approach secured a significant long list and a high level of response. Following an initial filter, selected candidate companies were asked to respond to a more detailed set of information requests.

The responses were then evaluated, using various filters and weightings to arrive at the most productive relationships.

Two lead candidates were identified and, following structured and facilitated meetings with both, one was selected and appointed by Eurotunnel. The appointment proved successful and the relationship has been sustained.

#### What was the breakthrough for Eurotunnel?

The outsourcing of the search and selection process because it:

- ⊕ Gave access to specialist skills in partnering
- ⊕ Avoided extensive commitment of time by their management personnel
- ⊕ Ensured an objective, rigorous and proven process