

SMARTtrack Case Study

Terrorist attacks in Brussels, March 22nd 2016



Duty of care, disaster recovery and risk management is, we believe, the most important function we can offer as a business travel partner. The ability to locate and instantly communicate with travellers who are potentially at risk is critical in today's climate of heightened security, ensuring that our travellers are aware of their environment and confident in our ability to look after them.

During the morning of the Brussels attacks on the 22nd March 2016, we utilised our SMARTtrack technology to promptly locate and communicate with any traveller who may have been affected.

This technology is invaluable for us to look after our clients and for our clients to fulfil their duty of care obligations to their employees.

Vanessa Bailey, Director of Client Partnership

Business Travel Direct



“SMARTtrack proved invaluable during the morning of the attacks in Brussels. We had a number of travellers in the city, as well as some travellers due to fly out within the next few days.

Within a five to ten minute time frame, we were able to locate anyone who was – or might be – affected, communicate with them and have alternative travel arrangements made.

Business Travel Direct responded promptly and confidently to ensure our travellers were safe.”

Business Travel Direct Client

THE RISK

On the morning of Tuesday March 22nd 2016 between the hours of 8am and 10am, three coordinated bombings occurred in Belgium. Two were located at Brussels airport and the other at Maalbeek metro station. An estimated 32 people were killed during these attacks, with a further 300 injured. A third bomb was found at Brussels airport during a search.

The Belgian Government subsequently put the country on its highest threat level.

Business Travel Direct had a number of travellers either in Brussels on the morning of the incident or due to fly into Brussels airport within the next 24 hours.

THE ACTION

Business Travel Direct utilised **SMART**track to instantly locate any traveller within the Brussels area that may have been affected by the attacks. In addition, clients who have their own access to **SMART**track Risk Manager were also able to use the tool themselves.

- Using the MapCast function, it was clear how many travellers we had in the affected area and to which organisation they belonged
- We were able to promptly ascertain mobile numbers of the travellers at risk by running a simple report and pass that information over to the employers
- On this occasion we deemed it pertinent to call each traveller rather than use the two-way communication function. All travellers were safe and had alternative travel arrangements made for them by our consultants
- The reporting function enabled us to identify anyone who was due to travel to Brussels over the next 24-48 hours. These travellers received communications from us and alternative travel arrangements were made where possible to get them in or out of Belgium as needed

All travellers that were in the Brussels area, or due to be within the few days, were **identified within ten minutes**. Our staff – and our clients – responded promptly and confidently to the potential risk, ensuring that anyone who may have been affected by the attacks were aware of their environment and the risk at hand.

THE TECHNOLOGY

SMARTtrack is powered by technology leaders, Concur and provided by Business Travel Direct.

Offering a global view of our travellers' locations, it provides a detailed, informative account of each country, summarised by cultural, political and social information and a risk/threat level as defined by international newsfeeds. **SMART**track responds to over 160,000 news sources in 220 countries worldwide, 24/7; continuously risk assessing and updating traveller profiles within the system.

- Colour-coded MapCast for efficient risk assessment
- Granular filter function to identify travellers at risk by geographical location, flight number, hotel name, mile-radius of an incident, town/city/country or risk level
- Geo-fencing functionality to isolate travellers within a certain radius of an incident
- Two way messaging and response-tracking capability
- Key-word messaging and compliance/best practise messaging