



Leadership Exchange

August 2025

Leadership Exchange OBT Poll Results

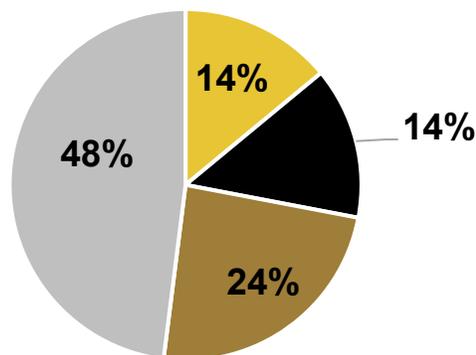
How long have you been on your existing OBT?

■ Less than a year

■ 1 -3 years

■ 3 -6 years

■ 7+ years



What you Need to Know

- Identify 5 areas where your OBT program may be falling short (think policy, behavior, documentation, systems, etc.). Next, define 5 overarching goals for your travel program. This way, not only is one able to pinpoint risks/misalignments, but also focuses where your OBT must evolve to support your strategic direction.
- Survey travelers and travel arrangers to capture specific friction points, enabling you to prioritize the most impactful areas for improvement.
- Analyze booking abandonment data to pinpoint where travelers begin but fail to complete a booking, helping uncover potential usability gaps or missing content.