



# RedBalloon delivers a good experience to employees by streamlining expense process

The manual claims process previously used by RedBalloon had become cumbersome, time consuming and continually riddled with errors. They chose Concur as it meets Australian GST Requirements, provides a best-in-class mobility tool to manage expenses on-the-go, and enables easy credit card integration.

## About RedBalloon

RedBalloon is an online experience gift retailer established in 2001. They are considered the pioneers of experiential gifting in Australia and New Zealand offering more than 3,000 experiences in every State across Australia and New Zealand, ranging from V8 car racing and helicopter flights to cooking classes and photography workshops card.

“We have made significant time-savings, both in the finance team and across the business. Concur is very user friendly, and has marked a distinct drop in paperwork and admin, especially as many of our employees are using the mobile app.”

Linda Ferguson, CFO

## The experience

RedBalloon is in the business of experiences and they wanted to give their employees a positive experience when it came to their expense management process.

“The manual claims process we were using at RedBalloon had become cumbersome, time consuming and continually riddled with errors”, says Linda Ferguson, CFO.



### Company name

RedBalloon

### Solutions

Concur® Expense  
Concur® Expenselt Pro

### Industry

Online Retail

### Company size

70 employees

### Location

Sydney, Australia

### Why Concur?

- Governance: meets Australian GST requirements
- Credit Card data integration
- Mobile App

“We were looking for an online, access-anywhere solution that would speed up claims for our employees, reduce mistakes and streamline the process for all stakeholders.”

Linda Ferguson, CFO

The internal expense claim process was manual, with employees stapling receipts to the back of spreadsheets. There was a huge reliance on people calculating items correctly, and constant issues around users overwriting excel formulas. The major role of finance in this process was correcting almost all claims received. So a process that was designed to streamline the claims process was in fact increasing the workload of our small finance team.

“In addition, doing personal expenses was something individuals dreaded at the end of each month, and as a technology company ourselves it was embarrassing how archaic our claims system had become. It became so cumbersome that people around the business were actively sending me emails with suggestions for different expense claim software tools that we could employ!”, Ms Ferguson said.

### Partnering with Concur

RedBalloon chose Concur for a number of reasons. Firstly, from a governance perspective, it meets Australian GST requirements. In addition, the Expenselt mobile app for capturing receipts makes it easy for employees to record their expenses on the go – the days of misplaced receipts are gone! They were also looking for a solution that automated the process of corporate credit card purchases – pulling them into the system seamlessly. As the majority of expenses across the business are on credit cards, this integration was a big bonus.

“We asked one of our frequent travellers to test the Concur system for a month before we signed up. This was a great learning experience and helped us craft a “Concur Tips” one-pager that we use to introduce new employees to the platform” Ms Ferguson said.

### The Results

“We have made significant time-savings, both in the finance team and across the business. It is also very user friendly, and has marked a distinct drop in paperwork and admin, especially since many of our employees are using the mobile app”, Ms Ferguson said.

“I was pleasantly surprised with how quickly it was embraced by all employees. It also allows us to scale in terms of staff and additional company credit cards without adding any extra admin support from the finance team. It will also enable us to analyse expenses over time to see trends in spending behaviour, including where we can make cost savings. I have no hesitation in recommending this product to other SMEs.”

