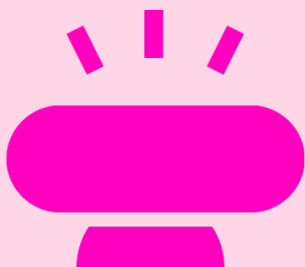




WORK TRAVEL THAT WORKS FOR YOU

Rolling out your new travel program





Make the most of your Lyft Business travel program

Welcome to Lyft Business!

We make work travel easy and rewarding for your team members, while giving you – the admin – insights into your organization's rides and budget.

This playbook was created to help your organization get the most out of our business travel program.

You'll find resources for introducing Lyft to your organization, including ready-to-use communications you can send out to your teams. We also encourage you to get creative and tweak the materials we've provided to suit your organization's specific needs.

Here's what we'll cover:

- Tools for the launch
- Tips and tricks
- Program roll out timeline
- Helpful resources



Kicking things off

You may have partnered with Lyft Business to reduce ground transportation costs, gain insight into your organization's ride spend, ensure duty of care, or increase traveler satisfaction.

We can help with all these goals — but success hinges on how many of your team members adopt your new travel program, and that, in turn, will depend on how well the new program is promoted.

To kick things off, make use of the following methods:



Internal announcement email

Use our messaging template to announce the program via email (and make sure to attach our One-pager and How-to guide).



Travel policy

Whether your travel policy lives on your organization's intranet or in a Google Doc, update the guidelines so it's clear that using Lyft while traveling for business is an acceptable form of ground transportation and can be expensed.



Targeted communication

If your organization has frequent travelers (i.e. regional salespeople) try reaching out to them or their team leads directly. Likewise make sure to get in touch with team members who book travel on behalf of others, as news about Lyft will be especially relevant to them.

TOOLS FOR THE LAUNCH

Rolling out Lyft Business

The toolkit below offers tried-and-true ideas for letting your team members know that Lyft is part of your organization's travel plan. It also provides resources for making sure your team members understand the guidelines for use and properly set up their profiles.

Marketing Tool	How/Where to Use it
One-pager	Email or hand out this one-page guide that provides an overview of the program to everyone at your organization.
How-to guide	Send out this detailed set-up guide to everyone at your organization so they can understand the benefits of riding with Lyft Business.
Flyers & posters	Print out these flyers and hang them around the office so no one misses the message.
Digital posters	Do you have displays for digital signage around your office? Work with your internal communications team to cycle these digital posters on your screens.
Banner ads	This visual can be used in a variety of ways. You can paste it into your intranet or travel documentation, your email announcement, or post it on internal platforms like Slack, Yammer, Workplace, Confluence, etc.
Messaging guide	This messaging template has all you need to talk about the program internally. You can copy and paste various pieces of content into your email announcement, travel policy documentation, and more. Add your company name and customize the content to emphasize the parts of the Lyft Business program that you care about the most. For example, if your travelers are keen on rewards, lead your messaging with information about personal ride credit and our points programs with airlines and hotels.
Logos & photography	Use the Lyft logo alongside your organization's logo and let everyone know we're along for the ride together. Have a bank of assets on deck for easy use.

SPREAD THE WORD

Other ideas and channels to consider

You'll have a lot of opportunities to get the message about Lyft out to your team members. Here are a few starting points.



New hire onboarding

Set team members up for success by including information about business profiles in their onboarding materials.



Monthly internal newsletter

If your organization sends out an internal newsletter, it could be a useful channel for sending out updates about your travel program.



Travel fairs & roadshows

Have an upcoming travel fair or benefits enrollment event? Set up a booth or info center to let your team members know about Lyft and help them get set up.



Remote team members

Remember to keep your remote team members in-the-know about office travel policy.



Employee engagement team

If you work for a large organization, you may have a team dedicated to internal communications. If so, work with them to see what channels are best for reaching out to team members.





TIPS AND TRICKS

Best practices for adoption

Here are a few tips for getting team members to adopt your new travel platform:



Executive support is key

Ask a member of your leadership team to help communicate the importance of setting up a business profile as part of your travel policy.

Pro-tip: Do a case study with a team member who loves riding with Lyft Business to show how easy and rewarding it is use.



Email marketing works best

Email reminders are a potent means of ensuring that team members create a business profile.

Don't forget to attach the One-Pager and How-To Guide to make profile set-up as easy as possible.



Incorporate company culture and goals

Your team members are more likely to sign up if they understand how Lyft Business is aligned with your organization's culture and goals. Use your announcement as an opportunity to explain how Lyft benefits both your organization and the travelers themselves — this may help make rules look less like red-tape and more like a reward.



Segment and target your audience

Go through the list of people who expensed rideshare in the last quarter and communicate with them directly — they may prove to be useful early adopters.

You can also tailor your channels and messaging specifically for frequent travelers or high-level employees.

To ensure your travel program's ongoing success, remind your team members periodically about the benefits of riding with Lyft Business.

PROGRAM ROLLOUT TIMELINE

Preparing for a successful launch

3

Three weeks from launch

Start thinking about your launch plan. Decide what channels can be most effective for communicating with your team members, and how you can tailor your messaging to fit your organization's needs.

2

Two weeks from launch

Finalize launch channels and prepare to update your travel policy with info about Lyft business profiles.

1

One day from launch

Post all content to your internal channels, then send the internal communications email to your team members and notify them that they'll receive a business profile email invite directly from Lyft.



Launch

Post all content to your internal channels. Check back in with your Lyft contact.



Ongoing Communication

Create a plan to provide regular reminders about your travel program's inclusion of Lyft.

As you plan your launch, make sure to keep tabs on other announcements within your organization. If another program is being launched the same week as the Lyft Business rollout, neither may get the attention they deserve. It's important to time your launch in a way that boosts program adoption and success.

WE'RE HERE FOR YOU

Keep on the road to success

Ground transportation is a major component of business travel – and one that doesn't always go smoothly. Your Lyft Business program will help make life a little easier for all your team members. By following this guide, you're on the road to successfully achieving your business goals while also increasing traveler satisfaction.

Don't forget – the success of your Lyft business travel program hinges on how many of your team members adopt business profiles. To ensure continued usage and results, be sure to regularly communicate to your employees about business profiles and the mutual business benefits for your organization and travel perks for your employees.

If you haven't already, explore our [Lyft Business Portal Guide](#) to learn how to set up and use your custom dashboard for managing your travel program.

As always, we're just a few clicks away. Just reach out to your Lyft contact or our support team for assistance with any questions you may have.

