



CASE STUDY

FROM HQ TO GLOBAL

How FREENOW Helped SIDN Streamline Their Business Travel

“FREENOW’s business taxis allow us to make it to client meetings comfortably and on time. Their pre-booking feature is especially helpful when travelling abroad.”

MIHAELA YAKOVLEVA

SEO INTERNATIONAL TEAM LEAD,
SIDN DIGITAL THINKING



ABOUT SIDN DIGITAL THINKING

SIDN Digital Thinking, a leader in digital strategy for Spain, Europe, the US, and Latin America, manages online presences for leading internet companies, IBEX 35 corporations, institutions, and public administrations.

Their team of highly regarded consultants, including professors and program directors in digital marketing, use a refined methodology honed through large-scale projects to deliver the complete digital customer experience, encompassing everything from acquisition to post-sale loyalty through data-driven communication and personalisation.

CHALLENGE

STREAMLINING BUSINESS TRAVEL BEYOND HEADQUARTERS

- Providing efficient, fast, and convenient transportation for employees across national and international locations for client meetings, workshops, and more — specifically whilst expanding offices to Germany.
- Managing multinational transportation expenses effectively, reducing paperwork and ensuring expensing in one place.
- Finding a trusted partner with a user-friendly booking and management platform for remote and hybrid teams.

INDUSTRY

DIGITAL MARKETING CONSULTING

HEADQUARTERS

MADRID, SPAIN

OFFICES

6

EMPLOYEES

194

USER SINCE

2016

ACTIVE IN

SPAIN, GERMANY

SOLUTION

SIDN partnered with FREENOW for Business to transform their employee travel. A centralised account simplified management, while individual business accounts allowed employees to book and manage trips seamlessly with just a few taps.

Access to pre-booking and real-time options for taxis, carsharing and more ensured flexibility and convenience, boosting employee satisfaction and efficiency.

By implementing FREENOW for Business, SIDN successfully streamlined its employee travel process, empowering employees and improving overall efficiency. The centralised management, individual user accounts, and diverse transportation options offered a win-win for both the company and its team.

RESULTS

HAPPIER EMPLOYEES AND PAPERLESS ADMIN WORK IN WEEKS



Employee adoption

Nearly all SIDN Digital Thinking employees now use FREENOW for Business when travelling for work.



Enhanced convenience

Individual user accounts in the FREENOW app and a user-friendly platform streamline bookings and management.



Increased efficiency

Centralised account simplifies expense management and reporting — eliminating paperwork hassle.

“Apart from providing us with streamlined ground travel management solutions, the onboarding process was very easy and pleasant, as we had a consultant who helped us with the account creation according to our needs, as well as resolving any doubts quickly and efficiently.”



CRISTINA GARCÍA BENEITE
HR SPECIALIST,
SIDN DIGITAL THINKING

90%

EMPLOYEE
ADOPTION

100%



ROUGHLY
MONTHLY
BUSINESS TRIPS