

CASE STUDY: FISCHER HOMES

AMTRAV SUPPORTS FISCHER HOMES TEAMS ON THE GROUND

How Fischer Homes earns 97% customer satisfaction building homes across six different geographies

“There was something that Henry Fischer used to say all the time,” recalls Beverly Turner, “‘promise what you deliver, and deliver what you promise’ – it’s part of our culture and you don’t forget that.” As the trusted jack-of-all-trades and travel administrator at Fischer Homes for 23 years, Beverly is essential to building the strong culture that drives Fischer’s success.

Founded in 1980 by Henry and Elaine Fischer, Fischer Homes builds 2,000 homes a year in their home in Cincinnati and Northern Kentucky, plus Atlanta, Louisville, Dayton, Columbus and Indianapolis. Fischer knows what a big decision buying a new home is, and Fischer’s 97% buyer satisfaction rate shows they build new homes that customers love. Beverly says: “We provide homes for families at pretty much any stage of their life from the first-time homeowner to the growing family to the empty nester.”

But serving different customers in different markets is hard – how does Fischer do it? Fischer has a decentralized structure with local executives, project managers and salespeople who understand the local market and build near the quality schools, jobs and businesses that buyers need. Though the organization is decentralized, the strong culture is built across geographies with rigorous training and frequent in-person visits to ensure that Fischer homes and buying experiences are the same high quality everywhere.

Beverly describes the training: “The first thing we do is Day One, Job One, our new hire orientation to set the right expectations, meet who you’re going to work with, and show you around.” Specialized training includes “FUSE, which is the sales training where we put you with a partner to run through scenarios like ‘I’m having trouble helping this person decide on a home model.’” Another training is “FUSE² construction training out in the field, you pick up a hammer and nail two pieces of wood together.”



As a builder, Fischer’s always looking to grow, we’re not going to stop growing, and we’re not going to stop traveling.

Beverly Turner,
Executive Administrative Assistant
Fischer Homes

CASE STUDY: FISCHER HOMES (CONT'D)

Being together in person is critical for Fischer’s training: “Those are all things you just can’t do online—I mean, you can watch a video about it, but you’ve got to get out there and do it!” So the Fischer team travels: executives, quality control and marketing makes up about half of the travel, and travel for training is the other half.

Fortunately, while the Fischer team travels frequently, travel’s pretty easy for Beverly to manage. “If I’m helping someone who knows where they’re going, I can book them in 10 minutes with AmTrav, if it’s a repeat person I can do that in five minutes.” Beverly remembers when travel wasn’t so easy, before AmTrav: “You had to go to all these different airlines’ and hotels’ websites, it was a hassle that would literally take you a day to book,” with “huge Excel spreadsheets to keep track of everyone’s loyalty memberships.”

Having AmTrav support means Beverly and her fellow travel arrangers Katie and Amanda don’t have to be on call 24/7 to help travelers: “We tell travelers, if it’s a weekend or it’s eight o’clock at night, call AmTrav and get it fixed—if you’re traveling and something happens, they can assist you.” AmTrav’s Relationship Managers are

available to help Beverly when she needs help, like when Fischer decided to use Concur Expense alongside AmTrav travel. “I called AmTrav, I was afraid Concur would mess up the optional billing codes that you helped us to bill each division or department,” but “[The AmTrav Relationship Manager] said ‘oh no it’s not a problem’ and boom, we were done—it was awesome.”

To get accurate travel spend data to manage Fischer’s travel program Beverly says “I use the Trip Reports quite often:” when meeting “with my accounting partners at budget time for next year,” or when “meeting with our hotel partners [to] show how many nights we’ve stayed for our hotel program,” or just to “know who spent the most, who traveled the most—I love that feature.” Travel Reports help with tracking and saving money: “The unused tickets report allows me to keep track of those tickets so I don’t have to do it myself manually.” In summary: “I love the dashboard, it’s very handy, breaks it all down for you, I can download that to Excel and do whatever I want with it—excellent!”

“AmTrav is all one platform, you can do everything together.”

Saving time booking and managing travel means Beverly

The Problem, Pre-AmTrav

Fischer Homes, a Cincinnati-based homebuilder building 2,000 homes a year across six geographic regions, used airline, hotel and leisure websites to book their travelers:

DIY travel booking meant searching websites across the internet, took bookers an entire day to book.

Leisure travel websites didn’t give Fischer any easy way to track traveler location or travel spend.

Travel bookers had to be on call at night and on the weekend to help travelers when they got stranded.

What Fischer Needed

Fischer Homes needed an efficient all-in-one travel solution to save time and hassle, around the clock. The ideal solution needed to:

Access all airline, hotel and car rental options in one place, with loyalty accounts automatically applied.

Easily track travel spending for budgeting, automatically track travelers for safety.

Assist travelers with changes and emergencies 24/7 so travel bookers don’t have to be on call.

CASE STUDY: FISCHER HOMES (CONT'D)

has more time to help out around the business. Already a veteran of the marketing, HR and warranty departments, her current responsibilities include “the strategic planning function – forecasting what our five year projections are and where we’re going to be growing, and when we acquire new businesses that’s a new project that I have to take on.”

In her spare time, Beverly’s a fan of the British home renovation show “60 Minute Makeover” – “it’s so interesting to see people’s homes and preferences in a different country.” When she’s not renovating her own house (currently the kitchen!), she connects with family and friends by transforming cherished fabrics into beautiful quilts: “I picked up the hobby from my mom, she taught me how to quilt.”

Fischer, like everyone else, had to adapt to the realities of the COVID pandemic. Beverly remembers: “We did all the training virtually because we were basically forced to—we got it done.” But for Fischer, the in-person connection is critical: “[virtual training] wasn’t the greatest, we are now going back and doing some re-training of some pieces.” “The training, because it’s construction, there’s just some of it that you have to do face-to-face—technology is great, but it can’t accomplish everything.”

“As a builder, Fischer’s always looking to grow, we’re not going to stop growing, and we’re not going to stop traveling. Especially with our outer markets, we have to be able to communicate with them. We have to travel, that’s the only way we’re going to be able to do it.”

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