

Automation of B2B payments and invoice retrieval, World2Meet's (W2M) success story



10 years
of experience



Presence in
175 countries



Bedbank, hotels, air travel,
tour operation and more

The starting point

World2Meet (W2M) is a travel company with several lines of business owned by Iberostar hotel group. Based in Palma de Mallorca, they are a big name in the Spanish tourism sector and worldwide. Their international presence and extensive partner network translate into thousands of invoices and payments being issued every month.

W2M first reached out to Voxel over 15 years ago for the electronic invoicing solution. With Bavel Billing, they started to issue and receive e-invoices while automating all processes related to their invoicing process. Later, after years of partnership, W2M also trusted Voxel with their B2B payment process and implemented the Bavel Pay solution. *"Voxel stood out due to the technical knowledge offered"*, said Marc Cuéllar, Accounts Payable Manager at W2M.

Before Bavel Pay, W2M used to work with a direct API to issue, modify and cancel transactions. However, all other payment related tasks such as reporting, reconciling, technical support, and more, were manually done by the W2M team and took approximately three hours per day.

These manual tasks were essential to prepare all reports correctly for their finance department, accumulating dozens of hours per month.

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Marc Cuéllar
Accounts Payable Manager
at W2M



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The solution

In 2021, all payments at W2M's bedbank service worldwide began to be issued through Voxel's payments solution, **Bavel Pay**. This not only eliminated manual processing and reduced the task time from hours to seconds but also automated the collection of information and ensured the accuracy of the data.

Later, in 2023, W2M incorporated the invoice recovery solution, One Click Billing. With this new solution, all the hotels W2M works with have a technological tool that allows them to validate and send their invoices through Voxel before collecting payment.

The outcome

Today, all W2M payment processes, including credit or VCCs, are centralized. **They issue around 85,000 payments per month through Bavel Pay** for their bedbank business, each with their own VCC associated. Most importantly, their bedbank and hotel partners show a high acceptance to working with VCCs, due to its high profitability and fast payment cycles.

Moreover, before One Click Billing, the company was losing approximately 200,000 euros per year in unrecovered VAT. The implementation of Voxel's solution reduced the admin workload and **increased their profit margins by allowing them to recover 80% of the amount that was being lost beforehand**.

Now, besides implementing our e-invoicing compliance solution and integrating our payment solution into other booking systems used, their biggest goal is to be able to **integrate Bavel Pay to all their other lines of business**, such as accommodation, air travel, tour operation, corporate travel, and direct to consumer sales.

This would allow them to **better control their payment flows in one single platform** and to take even more advantage of the Bavel network of partners. For W2M, the future is to guarantee a high percentage of automations to **ensure the productivity of the team in value-based tasks**.

"The W2M group has always identified and defined itself of being proactive when it comes to changes, so we are very aware of all the changes in the market and open to be the first to try any technical solutions that offer value to our business", concluded Marc.



85,000 payments issued monthly



+150,000 € in recovered VAT per year



Ensured data accuracy



3 hour reduction on daily manual tasks



Increased profit margin



Centralized payment processes