

Sabre Delivers

An Omnichannel Customer Experience While Improving Employee Efficiency



Customer: Sabre Corporation

Industry: Travel

Location: Southlake, Texas, USA

Revenues: Over \$100 billion

Employees: 10,000 in 60 countries

Challenges:

- Fragmented infrastructure causing fractured customer interactions
- Lacked a single view of customer history across digital and voice channels
- Could not upgrade systems or functionality without complex maintenance tasks

Summary

Headquartered in Southlake, Texas, Sabre is the leading technology company for the nearly \$8 trillion travel and tourism industry. Specializing in mobile platforms, solutions, and data analytics, the company helps airlines, travel agencies, hotels, and corporations with travel programs grow their businesses and transform their traveler experience. Founded over 55 years ago as a joint initiative between American Airlines and IBM to create the world's first computerized airline reservation system, Sabre has established a long-standing reputation for innovation and a dedication to helping their customers succeed.

Sabre employs approximately 10,000 people in 60 countries and operates three businesses: Sabre Airline Solutions, Sabre Hospitality Solutions, and Sabre Travel Network. Annually, the company processes over \$120 billion of estimated travel spending. Sabre technology processes 1,500 million data requests daily.

Keeping Up with Growing Customer Expectations

To sustain their leadership position, Sabre has set a sky-high standard for delivering superior customer service and global support. This includes operating a 24/7 service organization with four global customer support centers using Genesys solutions. Their Montevideo, Uruguay support center is their largest with more than 1,000 employees, handling over 1.6 million customer contacts as of 2015.

In the travel technology industry, Sabre must consistently meet very high expectations from service-oriented companies to differentiate themselves in the marketplace. Increasingly, this means being able to deliver deep knowledge, industry domain expertise, and technology expertise in a manner that is fast and reliable.

Solutions:

- Genesys Customer Experience Platform
- Genesys Digital
- Genesys Self-Service
- Genesys Reporting & Analytics
- Genesys Info Mart
- Genesys Developer's Kit

Overcoming Fragmented Infrastructure

The current Sabre focus includes creating an environment to deliver services with as much contextual data possible, to ensure a seamless, fast, efficient customer experience (CX) across both digital and voice channels. This requires having the right team, trained at the right level with the right degree of knowledge. It also means having the right set of tools to allow this team to be efficient.

To make this happen, Sabre identified the need to replace their fragmented contact center infrastructure in their Montevideo support center which was limiting their customers' cross-channel journeys and hindering their employees' efficiency. They turned to Genesys for help. The first step was deploying the Genesys Customer Experience Platform to expand their customer support and service delivery functions and provide the omnichannel view necessary to effectively help customers across every channel. To support their growing number of digital channels, Sabre also purchased the complete Genesys Digital solution, which includes inbound voice capabilities, email, chat, web callback, and web collaboration.

"We needed to have a platform in place that would be agile and easy to work with," says Guillermo Prosper, Senior Director for Product Support for Sabre Travel Network. "We required that level of flexibility to make sure that everything would come together as one cohesive solution and to move away from fragmentation and inefficiencies."

Increasing Employee Efficiency

With their new open platform, Sabre has consolidated their digital and voice channels and has built complex applications on their IVRs to better serve their customers. Through the Genesys Developer's Kit, they now also have the ability to develop their own tools to support their business objectives. Because the Genesys Customer Experience Platform allows Sabre to attach a wide range of information to interactions, they are building highly useful reports that combine information from CRM, ERP, and other systems. As well, the company is using Genesys Info Mart to connect the dots of their customer-facing systems. With these tools in place, agents are better able to focus on assisting customers and are less worried about how to find or process information.

"All of this openness and flexibility has allowed us to build amazing tools that are making the lives of our employees much easier," says Carlos Fournier, Manager for Enterprise Operations. "This has had a huge impact on our employee engagement. It makes them feel they always have the right tools to solve problems."

“Partnering with Genesys has been important for us because it has allowed us to integrate many of our internal systems, which has improved our readiness for our specialists when they engage with our customers. This is very important as we deliver world-class service.”

Lisa Schwab, Vice President, Global Operations Support

Results

Since the deployment of their new system, Sabre has gained a 6 to 8% improvement in operational efficiency and has a customer satisfaction (CSAT) score of approximately 80%. They also have equipped their employees with a single tool that has made their lives much easier and has proven to be the right decision.

“Sabre customers expect to reach the right team member the first time, and that’s exactly what Genesys does,” says Lisa Schwab, Vice President, Global Operations Support. “Sabre is the leader in the travel industry from a technology perspective and from a service perspective. We will continue to be that way because we have the right tools now to take us into the future.”

RESULTS

6 to 8%
improvement
in operational efficiency

Improved agent
readiness
when engaging with customer

Implemented
the right tools
to support overall business objectives

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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