



Sabre[®]

A SMARTER WAY TO BOOK

Sabre Red 360 Puts ITL World on Path to More Productivity and Personalization

Ambition

Sabre Red 360 is enabling growth and productivity at ITL World – branded fares are easier to access, training takes less time, and trip itineraries are created with fewer keystrokes. Throughput has increased, service levels have improved and ITL World is better prepared for the future.

ITL World, one of the top five travel management companies in the Middle East, was searching for a booking solution that offered richer content, more intuitive navigation and enhanced customization for its business.

ITL World found those enhancements – and more – with its recent upgrade to **Sabre Red 360**.

As manager of process improvement and quality assurance, it's Kazim Ali's responsibility to make sure that client service and selling go as smoothly as possible at ITL World. **Sabre Red 360** is helping him deliver on that mission.

"What really drives us at ITL World is a passion for client service excellence and growth," says Ali. "And we achieve this through innovation and agility, which is why we decided to switch to **Sabre Red 360**. With more content at our fingertips, we can give corporate travel clients what they want, when they want it, and we can deliver it all with a more streamlined workflow."

ITL World is one of the fastest-growing travel management companies in the Middle East with 39 offices across Saudi Arabia, Kuwait, Bahrain, Qatar, United Arab Emirates, Oman, India, Malaysia, Thailand and Great Britain.



“**Sabre Red 360** is a giant leap forward. The support is brilliant, the product is excellent, and we're ready for the future with tools and technology that help us work smarter, provide better service, and access more revenue opportunities.

Rafeeq Mohammed

CEO of ITL World

Action: Meeting the New Demands of Travel Booking and Management

When Sabre approached ITL World about being part of the Champion Program for **Sabre Red 360**, Ali says the decision to say “yes” was an easy one.

“Sabre has always been a trustworthy partner for us,” says Ali. “And when we saw the new graphical interface and how easy it was to understand and use, we knew it would be good for our business.”

Ali says **Sabre Red 360** brings all fare rules, options and pricing into one user-friendly view.

“**Sabre Red 360** is easier to navigate, requires fewer mouse clicks, and gives us better

searches and maps using specific points-of-interest,” says Ali. “There’s no need for separate tools, phone calls or emails, and we get everything we need in one place, so we can provide faster client service and more customized itineraries.”

That also means clearer and more simplified communications with the client.

“With branded fares, rich hotel content, and more comprehensive ground transportation options all in one place that allows us to send just one trip summary,” says Ali. “It’s a better overall experience for us and our client.”

” **Sabre Red 360** is easier to navigate, requires fewer mouse clicks, and gives us better searches and maps using specific points-of-interest. There’s no need for separate tools, phone calls or emails, and we get everything we need in one place, so we can provide faster client service and more customized itineraries.

Kazim Ali

Manager of Process Improvement
and Quality Assurance, ITL World



Outcomes: Future-Proofing for New Products, Growth and Technology

By 2020, the company, which already operates in the Middle East, Asia and Europe, is aiming to expand into North Africa and Southeast Asia. ITL World will likely book more than 600,000 segments this year.

And no matter where ITL World consultants may be, they will have consistent access to branded fares and ancillaries, which will add opportunities and revenue across all offices. Consultants will also have dynamic bundling and un-bundling capabilities for maximum personalization and customization.

“Simply booking travel is no longer enough,” says Ali. “**Sabre Red 360** allows our travel consultants to truly design the best and most comprehensive travel experiences for our clients.”

Ali says training time and expense has also gone down since **Sabre Red 360** upgrade. Training that used to take place over five days can now be accomplished in just two.



Sabre Red 360 is powering better service and more comprehensive itineraries for ITL World’s corporate, leisure and incentive travel management clients in over 39 offices throughout the Middle East, Asia, and Europe.



Sabre Red 360 is projected to spur more profitable growth at ITL World by speeding up workflow and improving merchandising for better end-to-end recommendations.



Sabre Red 360 is intuitive and easy to master, regardless of experience level, which reduces training time from five days to two days and speeds time-to-booking.

Sabre Red 360 Improves Merchandising, Accelerates Growth, and Shortens Training Time at ITL World

Sabre[®]

Unless indicated otherwise, all trademarks and service marks herein are trademarks of an affiliate of Sabre Corporation including, but not limited to, Sabre and Sabre Travel Network. All other marks are the property of their respective owners.

© 2003-2019 Sabre GLOBE Inc. All rights reserved.