Customers are your most valuable asset. So the ability to easily store, access and update their information is key. Sabre® Profiles changes the way you interact with customer data. With our robust profile capabilities, you can manage customer data better than ever before.

With Sabre Profiles, you can focus more on easily creating the best experiences for your travelers. Know which airlines customers prefer — even which seats they like to sit in. Choose their favorite hotel chain or individual property, and then offer them a special deal from those properties. All of this and more is stored categorically in a relational database so you can quickly find and act on it.

Create a new traveler profile by entering details into the graphical display, including personal data, preferences, loyalty information and more.

Sabre Profiles helps you deliver great service. It’s part of the Sabre Red Service Suite, which includes Customer Profiles, Web and Mobile, Traveler Security and Community.
HOW IT WORKS FOR YOU

Agencies have greater flexibility than ever before with more than 1,600 unique data elements available in the profile database. Administrators can simply choose what is to be captured in a traveler’s profile, such as air preferences, contact information and loyalty numbers. This makes agents better equipped to improve overall customer service.

Agents can then work more efficiently with a user-friendly, graphical interface. Search for customer information by using first or last name, phone number or email address. New profile-related features such as templates, PNR Builders, associated profiles and priority notes help save time. And for those agents who prefer the classic view of the Sabre® Red™ Workspace, the Agent Interface can be accessed by invoking our easy-to-use set of command formats.

A complete list of profiles linked to a PNR can be instantly accessed. That means detailed information for each and every traveler or company can be right at an agent’s fingertips - and can be copied to the reservation in a single click. This significantly optimizes workflow and reduces time spent on each booking.

HOW YOU WILL STAND OUT

BE ONE STEP AHEAD OF TRAVELERS when they are making arrangements. Know their hotel preference, type of rental car needed, and even the different airlines they like to fly when traveling for work versus leisure.

KEEP YOUR DATA CONNECTED and serve up accurate, well-rounded information when using Sabre Profiles. Amaze them with special offers based on their trip type and preferences. Be the hero.

“Sabre Profiles is perfectly aligned to our strategy of secure and real-time portability of user data. The user interface presents naturally associated data, saving additional lookups. Along with filters, targeted profile information is presented at the appropriate time, vastly improving and de-cluttering agent workflow.”

Thomas Chermack
Chief Information Officer, Ultramar Travel Management

Simply add your traveler’s profile information to the PNR with one simple click.