



Treat Your Customers Uniquely And  
Generate More Revenue Opportunities

# SabreSonic Res

## Customer Choice

Today you need your reservations system to do more than book travel. You need a complete customer sales and service solution that can enable you to grow your revenue and extend your brand through a personalized customer experience.

Surrounded with unlimited travel choices, customers notice and appreciate airlines that excel at efficient reservations processes. They want an airline that offers good value and options while delivering a reliable, positive experience. These elements combine to earn customer loyalty and achieve profitable returns for your airline.

## SabreSonic Res – The Engine That Powers All Channels

To keep your customers loyal, you need to be able to treat them uniquely at every touchpoint. To accomplish this, you need an end-to-end, seamless approach to sales and service. *SabreSonic® Res* — a key component of our *SabreSonic® Customer Sales & Service (CSS)* solution — provides you with advanced customer management tools, from reservations, product merchandising and inventory, through ticketing. This makes it easy for your airline and employees to provide the level of service that fits your brand.

Our fully integrated solution provides access to the same information across all points of sale and service, so you can better serve your customers. *SabreSonic Res* is the engine that powers your Internet booking engine, call center, inventory control, loyalty system, data warehouse and departure control. *SabreSonic Res* gives you the power to grow your business.

To truly set your airline apart, you must provide additional services that appeal to your customers. *SabreSonic Res* helps you achieve that business strategy by allowing your airline to offer choices and deliver those services consistently throughout all phases of the travel experience.

## SabreSonic Res Benefits

### Maximizes Revenue Growth

Because of the seamless integration of our systems, *SabreSonic Res* ensures your merchandising strategy is consistently distributed across all channels to maximize incremental revenue opportunities. The potential to evolve your business and grow your airline is limitless.

Whether your customers interact with you via your call center, your website or through other booking channels, *SabreSonic Res* provides advanced customer management tools. These tools help your airline market more efficiently, increase sales and effectively manage every channel of distribution.

Figure 1 SabreSonic Res — the engine that powers all channels.



*SabreSonic Res* is built on flexible, configurable technology that will support your business model today and well into the future. It supports interline, codeshare and all major alliances allowing your airline to expand market reach and generate revenue. Your inventory can quickly and effectively be managed through enhanced inventory controls and segmentation, so you can swiftly respond to an ever-changing competitive environment. Our solution is ready today to grow as your business evolves.

### Reduces Cost

From the initial phases of building your schedules to analyzing post-travel data, *SabreSonic Res* provides integrated solutions. These solutions help your airline reduce training and operational costs, while improving critical customer-facing operations.

Our solution offers reporting tools to efficiently manage agreements such as codeshare and loyalty, so you can quickly respond to the dynamic competitive landscape. Our comprehensive, user-friendly interface improves reservations

and airport staff efficiency, resulting in expedited customer service. This intuitive interface, together with the consistent look and feel throughout the system, significantly reduces training time.

### Enhances Customer Experience

Customer loyalty is often influenced by a customer's perceived importance to your company. A key measure is consistent recognition of preferences, customer behavior and past travel experiences. *SabreSonic Res* provides your airline with customer profiles ensuring real-time data availability at all touchpoints — from reservations through check-in.

The solution allows you to differentiate, recognize and provide superior service to premium passengers. No matter what point of entry the customer chooses to interact with you, the result is a consistent experience. *SabreSonic Res* helps you establish and solidify those unique relationships while supporting a more efficient operation.

## Features

- Creates product combinations to support your business strategies including schedules and inventory,
- Provides enhanced sales capabilities, including ancillaries, consistent customer recognition and service across multiple channels,
- Supports an automated process to reaccommodate customers based on their value to the airline,
- Captures revenue through accurate fulfillment of ticketing and other sales transactions,
- Delivers enhanced customer experience and streamlines operations via a common platform,
- Provides data to update internal and external systems for revenue recognition,
- Provides key business data that can be used to analyze customer market trends and adjust business strategies.

## Our Unique Experience

At *Sabre Airline Solutions*<sup>®</sup>, our team of experts is ready to help power your progress by lowering your costs and generating more revenue for your airline. And with our comprehensive portfolio, you can market your experience, sell your product, serve your customers and operate efficiently across your entire airline.

Visit our website at  
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