Eliminating paper and improving user efficiency through automation

EMD Manager

Buried under mounds of paper? EMD Manager can help you reduce the volume of paper your department produces, minimizing related costs and improving staff productivity and morale. In accordance with IATA EMD guidelines, this fulfillment service enables the issuance, redemption and reporting of automated electronic documents such as customer compensation, transportation and refund vouchers.

Sophisticated Solutions

You can gain improved staff efficiency with the automated issuance and redemption features of EMD Manager, an offering of SabreSonic® Ticket. Along with benefits for your staff, your customers can also take advantage of a fully electronic user experience, heightening their perception of your airline's service. Of course, the use of electronic documents reduces paper-related fulfillment and accounting costs, but it also delivers a vehicle for eliminating fraud by providing an audit trail and database storage for tracking previous transactions. Plus, by incorporating automated file feeds, you can streamline your revenue accounting processes, obtaining additional productivity rewards.

Established Expertise

The Sabre Airline Solutions® business possesses a broad customer base with approximately 200 airlines worldwide. In addition, 400 airlines participate in the Sabre® global distribution system. Founded on more than 40 years experience providing fulfillment solutions to the world's most sophisticated airlines, Sabre Airline Solutions offers industry-leading expertise.

After calculating the return on investment of using EMD Manager, analysis shows that costs for vouchers can be reduced by 50 percent.
in airline electronic ticketing and related customer service and miscellaneous sales transactions. 

*SabreSonic Ticket* supports more than 50 carriers worldwide in their efforts to provide pleasant and efficient customer interaction experiences. Solution users run the gamut from boutique niche carriers to large-scale airlines with international reach.

**Real Results**

Each paper document your department issues incurs costs such as those associated with:

- Paper card stock,
- Postage,
- Paper handling, processing and storage,
- Issuance and redemption processing.

*EMD Manager* reduces these per-voucher costs. After calculating the return on investment of using this fulfillment service, analysis shows that costs for vouchers can be reduced by 50 percent. Considering the thousands of vouchers issued monthly by an airline, the resulting savings is significant.

**Benefits**

*EMD Manager* offers these major benefits:

- Improves customer experience By automating the issuance of compensation or transportation vouchers, airline staff can more readily respond to customers, managing their expectations and enhancing their experience,
- Increases revenue opportunities Replacing cash and credit card reimbursement with vouchers encourages subsequent customer purchases, helping protect and increase potential revenue.
- Reduces paper dependency and related costs *EMD Manager* further reduces the need for paper infrastructure such as ticket stock, printers and maintenance,
- Facilitates problem solving By providing an electronic audit trail of document usage, users can easily identify possible issues and verify information.

**Features**

*EMD Manager* provides electronic storage of EMD data elements. With this data and document status securely stored in the database, existing information can be automatically populated into issuance and redemption forms, reducing transaction time and improving customer processing efficiency.

**EMD Data Access**

The system also offers users flexible access to EMD data in a variety of ways — from the ACS Oversale Mask, directly from the EMD launch pad provided by the *Interact™* interface and through *Automated Exchange and Refunds*. In addition, users can access *EMD Manager* functionality through Web services if

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**Figure 1** Example of EMD search screen

Using convenient task buttons, users can quickly perform EMD operations.

Users can search on a variety of fields to locate EMD information.

Summary information for instant review
provided by the airline. This choice of access helps users efficiently fulfill compensation requirements, resolving passenger issues in a timely and acceptable manner and improving customer service levels.

The *Interact* interface offers an easy-to-use format making issuance and redemption simple to execute. Productivity-enhancement features include handy task buttons, information tabs and conveniently displayed summary information. In addition, users can rapidly call up passenger and EMD information by searching on specific fields such as passenger name, EMD number or date of issuance (Figure 1).

EMDs can also be automatically issued from the ACS Oversale Mask (Figure 2).

By viewing information in the mask, users know the number of passengers oversold and can determine the type and amount of compensation to be issued. This automated electronic process eliminates the need for users to move from one system area to another and manually transfer data. Once compensation decisions have been made, users can promptly print EMD receipts for passengers, improving responsiveness to customer needs during the critical flight-closure process.

**EMD Manager Integration**

Integration with complementary products enables information sharing and expedites transitions between transaction types such as the exchange of an EMD for a new ticket through *Automated Exchange and Refunds* (Figure 3) and reporting of EMDs through *Agent Sales Report*. Transaction steps are not only automated but the entire process is electronically streamlined and incorporated within the airline staff workflow, freeing agents to focus on other customer service areas.

For example, integration with *Automated Exchange and Refunds* eliminates various manual tasks, further streamlining the redemption process. Users conveniently retrieve information stored in the *EMD Manager* database, which is pulled into *Automated Exchange and Refunds* and automatically populates desired forms. Users no longer need to handle paper documents and re-input data. In addition to...
serving customers quickly, users can access the electronically stored information in the future should the need occur.

Additional process improvements can be gained when EMD Manager is integrated with the Sabre® AirVision™ Revenue Accounting. By providing the Revenue Accounting solution with EMD data from the EMD Manager database, transactions can be efficiently reconciled. Automated electronic processing replaces paper shuffling and manual keying of information, improving productivity and decreasing errors.

System Requirements

EMD Manager provides a fully integrated solution with passenger processing advantages when combined with complementary products such as Electronic Ticketing, Automated Exchange and Refunds, Agent Sales Report, ACS and the Interact interface.

As a Web services-enabled product, EMD Manager can support third-party booking engines and interfaces.

Our Unique Expertise

At Sabre Airline Solutions, 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.

More than 200 airlines around the world use its broad portfolio of solutions as decision-support tools to increase revenues and improve operations. In addition, more than 100 airlines worldwide rely on Sabre Airline Solutions for passenger management solutions.