

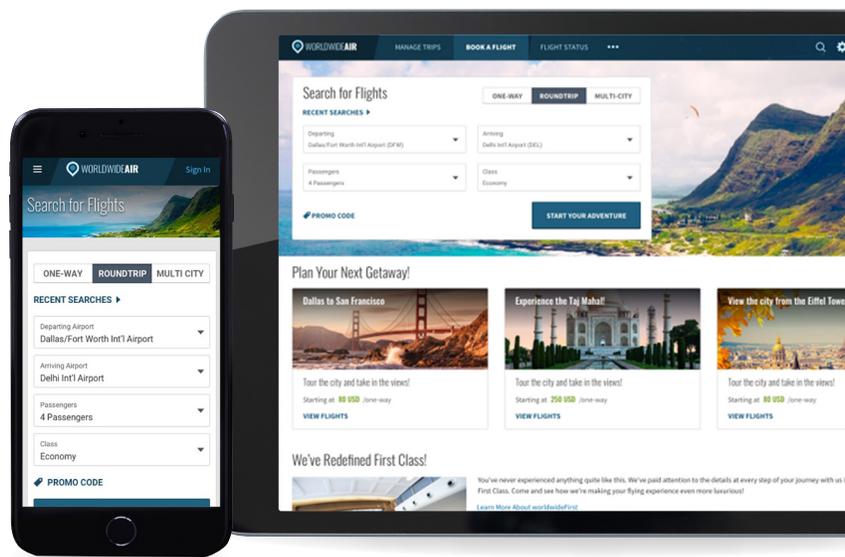
Digital Experience

Achieve customer-centric retailing and generate more transactional revenue through a fully responsive Sabre-powered eCommerce website

VALUE Create a differentiated brand experience and deliver personalized and consistent air and non-air offerings in your online storefront

Imagine if you could...

- **Deliver** a consistent experience across the entire customer journey
- **Maximize** revenue with relevant air and non-air shopping and retailing offers
- **Personalize** offers to increase customer conversion, retention and loyalty
- **Manage** your airline's digital storefront and own the user experience



Digital Experience is a configurable online booking engine with a flexible user interface, powered by our back-end API platform. It delivers a fully integrated, omni-channel experience from shopping and booking through self-service reaccommodation.



Digital Experience is a solution within Omni-channel Experience that enables airlines to differentiate their brand across all channels.

Deliver a consistent experience across the entire travel journey

- Give your customers an end-to-end retailing experience from shopping to check-in
- Serve your customer at all digital touchpoints and drive a consistent shopping experience
- Inspire your customers to shop, book and manage travel itineraries through any channel

Maximize revenue with relevant air and non-air shopping and retailing offers

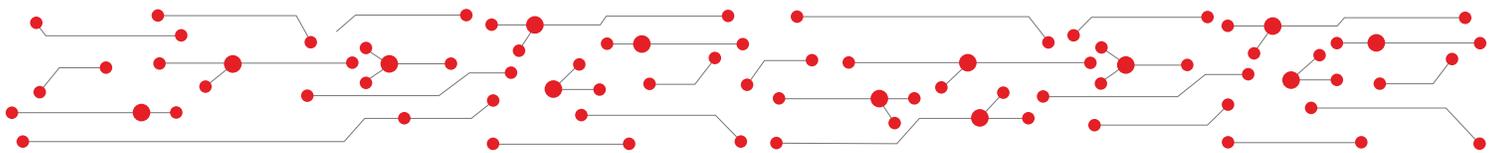
- Supports multiple shopping options including interline branded fares
- Differentiate your brand by delivering smarter offers in all points of sale and digital channels
- Expand your retailing capabilities to include targeted ancillaries and seat bundles
- Enable flexible reward pricing and redemption bookings
- Incorporate third party content from hotels, cars and insurance

Personalize offers to increase customer conversion, retention and loyalty

- Create personalized air and non-air ancillary bundles
- Deliver a contextual digital experience to personalize the customer journey
- Recognize customers at all points-of-sale through an integrated customer profile
- Understand your customer journey through analytics reporting

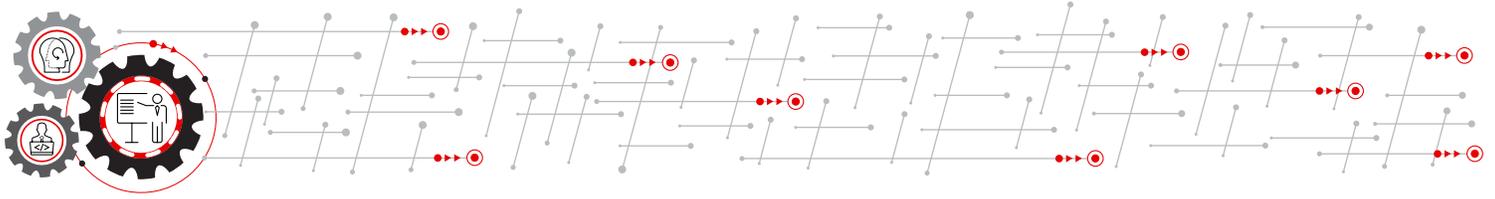
Manage your airline's digital storefront and own the user experience

- Maintain control over your storefront using the Site Administration Tool
- Modify CSS design changes to ensure brand uniformity
- Reduce time and resources by controlling your digital assets through the Site Administration Tool



Technology benefits

- Cloud stability and security
- Powered by a comprehensive set of APIs
- Integration with all SabreSonic retailing capabilities
- Site Administration Tool powered by Adobe Experience Manager
- Integration with Sabre Payment Gateway and our payment-partner ecosystem



Professional Services benefits

VALUE Increase conversion

Solution Adoption Workshop

Whether your site needs a tune-up or an overhaul, optimize it to deliver a user experience that drives incremental conversion, revenue and loyalty.

- Identify and address user experience pain points
- Review eCommerce analytics and competitor analysis
- Receive tailored recommendations to improve performance

VALUE Understand customer behavior

Premium Reporting

Explore new depths of customer insights with access to over 30 automated reports on customer behavior in your booking path.

- Gain more sophisticated business intelligence
- Enable quicker data-driven decisions
- Leverage insights to adapt your channel

Custom Reporting

Partner with Sabre experts to develop reports with insights tailored to your unique business needs.

- Identify your specific business metrics
- Get automated reports with details critical to you
- Focus on the KPIs that drive your strategy

VALUE Empower your eCommerce team

Foundational Training

Ensure your employees are well versed in all features and tools available to them to help drive your digital strategy.

- Attend hands-on learning for all levels of expertise
- Cover topics ranging from branding to merchandising
- Increase your teams agility, efficacy and autonomy

Sabre

For more information please visit:
sabre.com/commercialplatform