



ITL WORLD CASE STUDY

**Better meta links drive
new growth in record time**

Sabre[®]

AMBITION: Since its inception in Mumbai, India, nearly 30 years ago, ITL World has had a history of aggressive growth throughout India and the Middle East and now has 38 plus offices across Saudi Arabia, Kuwait, Bahrain, Qatar, UAE, Oman, London, India, Malaysia and Thailand. Future plans for more expansion are in the works, and ITL World is counting on the Sabre platform to power better marketing connections and faster customer care. Since partnering with Sabre, ITL World has been able to add new offices and grow year-over-year segment volume by 22 percent.

One of the oldest sayings in business is “You are either growing or you are shrinking, there’s no status quo.”

As head of business strategy at ITL World, Darryl Sequeira is reminded of that every day. It’s his job to put the plans and systems in place that keep ITL World continuously focused on adding new customers at a steady pace. All while taking exceptional care of existing customers.

With 28 years of experience in corporate travel management, Sequeira speaks in the attentive tone of a hospitality expert. Ready to serve.

There’s also no question that he is determined to make sure ITL World is pursuing excellence in all facets of business, including people, process, and product.

“Competition is greater, markets move faster, and customers have high expectations for value and

service which is all very normal,” says Sequeira. “Having the best technology allows us to deliver on our promises to our customers and meet our goals for growth. For example, Sabre helped us gain access to important travel partners like Etihad, Emirates and Gulf Air. New tools like Automated Exchange have made us faster and reduced ADMs. This is part of why we are growing, and see a bright future ahead for our business.”

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ITL World Takes Advantage of New Technology – And Teaching

ITL World provides leisure, corporate and incentive travel management services in 35 offices throughout the Middle East.

ITL World converted to the Sabre technology platform to gain better access to key travel partners like Etihad, Emirates, and Booking.com, increasing global travel planning capabilities. Transaction times have also gotten faster leaving more time for customer questions, service and selling.

ITL World has grown segments year-over-year segments by 22 percent. Transaction times have decreased by 40 percent. New quality checking tools have reduced ADM’s by 25 percent.



**ITL
WORLD**
Darryl Sequeira,
General Manager



ACTION: New Solutions and Strong Relationships Set Up Success

According to Sequeira, Sabre stood out early in the search and selection process by engaging key stakeholders at all levels. The discovery process covered sales, marketing, finance and operations.

“Sabre made it clear to us in the very first meeting that they wanted to learn our business and find out where we wanted to go,” says Sequeira. “They wanted to know about our strategic goals. We felt like we had their complete attention and that they were fully invested in our business.”

After capturing ITL World’s goals, Sabre shared its technology roadmap that includes new quality control features, and an enhanced Agency Administrator tool for making changes to system configurations or user settings, all in one place.

Sajish Tampi is the GCC (Gulf Cooperation Council) regional manager for ITL World. He wanted to see tangible examples of how U.S.-based Sabre would keep things running smoothly for him and his staff in the GCC region.

“We want to work with a partner that has a vision for the future, and Sabre has that,” says Tampi.

ITL World’s new Sabre platform went live in late 2014. Sabre has closely coordinated with ITL all the necessary staff training on the new technology tools and ensured adoption rate of 95% in the first month itself.

“Sabre added even more value by providing our people with customer service, leadership, and management training,” says Tampi. “Our people now feel more confident and more empowered to do their jobs better.”

“The conversion to Sabre has gone very smoothly, and it’s been more than worth it. From the initial consulting, to implementation and support, the whole process has confirmed that we made the right decision. We’re growing, we’re doing things more efficiently, and this decision is paying off for our business.”

Darryl Sequeira, General Manager, ITL World Travel



OUTCOMES: New Links Drive Demand and Growth

The new relationship has yielded big results. Sabre has enabled new links and rate models for ITL World with important regional players such as Emirates, Etihad, and Gulf Air.

ITL World is now connected with Booking.com thanks to referrals and API recommendations by Sabre. Corporate Travel Management (CTM) is another new alliance which will help ITL World in Australia and Europe.

“We’ve gone from 300,000 segments in 2013 and we’re on track for 500,000 in 2016,” says Tampi. “Sabre has opened up new product opportunities, and made it easier to add offices in Kuwait and Oman. The Sabre platform is more scalable, more intuitive and more stable so we can add more offices with confidence.”

Sequeira and Tampi also point to new time savings and productivity gains. Sabre automation tools are:

- Reducing average transaction times by 40 percent.
- Decreasing ADM's with guaranteed fares and automated exchanges.
- Improving auto-invoicing at time of ticketing for faster billings – and cash flow.
- BI Tools that gives access to flexible reports that helps us understand our performance with preferred partners, user productivity, and other data our customer expects TMC's to provide
Eg: Carbon foot print report.

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“We’ve been able to achieve about 90,000 segments in volume, and that’s been done with a minimal online presence. Sabre Web Services give us the foundation to build online brands that can stand alone in the world market. We are projecting significant online growth and we’re prepared to handle it with Sabre.”

Sajish Tampi, Regional Manager – Eastern Province, ITL World