

An aerial night view of a city, likely Oslo, Norway, featuring a prominent skyscraper on the left and a large river in the foreground. The city lights are visible against a dark sky with some clouds. A white geometric pattern is overlaid on the top right of the image.

MARTI REISEN CASE STUDY

**Ethnic travel agency
teams up with Sabre for
online growth**

Sabre[®]

AMBITION: Marti Reisen GmbH is on a mission to be the number one travel agency of choice for the 5.5 million Turks living in central Europe. Customized ticketing and accounting apps, flexible pricing, and unbeatable support from Sabre are helping Marti Reisen get there. Turkish customers across Europe – offline and online – are enjoying better service and better bookings as a result.

Talk is cheap. But action, critical thinking, and teams that work together are invaluable.

Kürsad Bicakci is a co-founder and managing director at Marti Reisen. He says building a positive team culture among Marti Reisen's 65 employees is the hardest part of this job. It's also the most important.

If employees aren't happy, it's hard to help customers be happy.

"We take care of our people, and our people take care of our customers," says Bicakci. "That means helping them grow and do their best with better tools and training. The Sabre platform makes that possible for us."

With 22 years in the travel industry, Bicakci knows all the providers in the travel technology space.

He's seen dozens of demos, and been approached many times about switching providers.

"When we decided to explore new technology platforms, Sabre's approach was refreshing," says Bicakci.

“Their communications were clear, they wanted to know about our vision for the future, and the Sabre technology was clearly more flexible than anything we'd seen. All of that was true when we made the switch three years ago, and it's still true today.”

Marti Reisen Partners with Sabre to Get Better and Grow Bigger

Marti Reisen chose the Sabre technology platform for its superior flexibility, internet booking engine capabilities, and creative pricing model.

Marti Reisen has launched Martigo.com to expand travel products and services to Turkish customers worldwide using Sabre Web Services and Sabre APIs.

Sabre has integrated offline and online booking operations for Marti Reisen, enhanced quality control and ticketing with custom scripts, and now feeds sales data to Marti Reisen's accounting systems for daily sales reporting.



ACTION: Sense of Urgency Creates Competitive Advantage

Bicakci's father, a Turkish immigrant himself, started the agency in 1994, and it quickly became known for its attentive airline booking services and its expertise in serving the Turkish community.

"As Turks living in central Europe, we understand the people and we understand their travel needs better than anyone," says Bicakci. "We speak their language and we know how to find the best options and amenities going to and from Turkey. We are proud to serve this market, and we excel at it."

Bicakci likes the fact that Sabre shares the same values of commitment and responsiveness. Communication flows freely back and forth. Getting good work done – with urgency – is a value shared by both companies.

"With Sabre, all cards are on the table," Bicakci says. "They are transparent and straightforward. Speed is also a competitive advantage. Getting a task done one day sooner can translate into hundreds of new customers, thousands of new bookings, and millions in revenue."

Marti Reisen uses the Sabre Red Workspace to power its call center desktops and Sabre APIs allow for custom internet booking engine (IBE) development.

Martigo.com is the newest standalone IBE for Marti Reisen and it wouldn't be possible without Sabre tools.

"Marketing online, with maximum development flexibility, is what we get with Sabre APIs and Sabre expertise," says Bicakci. "We didn't have it before, but now we feel like we can achieve anything with Sabre when it comes to building the best websites for our customers."

In terms of flexibility, when Marti Reisen needs a special script for new features or functions, Sabre delivers. This type of request came up recently as Marti Reisen was building out Martigo.com.

"We needed an enhanced QC&T script and Sabre made it happen," says Bicakci.

“Their people are smart and fast, and they act like they are part of our internal team. They care more than other companies.”



OUTCOMES: Sabre Enables New Sales Channels and New Insights

Marti Reisen is now part of Tribus Business GmbH, a combination of three successful Austrian travel agencies and numerous affiliates. As the organisation continues to grow, the Sabre platform is making IT expansion easier.

“Partnering with other companies and affiliates has actually gotten easier when it comes to IT,” says Bicakci. “Sabre is built for scale and it’s easier to deploy to new offices.”

Marti Reisen is expanding well beyond its eight offices in Austria. It’s now serving Turkish customers worldwide with its Martigo.com online booking engine.

“We’ve been able to achieve about 90,000 segments in volume, and that’s been done with a

minimal online presence,” says Bicakci “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.”

To help Marti Reisen’s accounting office monitor and track sales volume, Sabre even programmed a special script to connect the offline and online Sabre systems. Daily sales reports – for all Sabre channels – are now available in one view.

Overall, Bicacki and his business partners couldn’t be more pleased with the Sabre platform.

“Sabre provides real value that we can see every day,” says Bicakci. “They help us serve our customers better, sell more bookings, and operate with more speed and efficiency. Plus, we have a true partner we can learn from and rely on.”

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Kürsad Bicakci, Managing Director, Marti Reisen