



A VIP SERVICE CASE STUDY

**Where Preparation and
Opportunity Meet**

Sabre[®]

AMBITION: Even in an unpredictable world economy, Vipservice, one of the leading travel management companies in Russia, is wasting no time in its plans to invest and improve operations.

Its implementation of a full end-to-end solution with Sabre has eliminated manual processes, enhanced the speed and accuracy of customer service, and is projecting savings of 40 million rubles (\$500,000) annually with improved productivity and reallocated labor.





As managing partner at Vipservice, corporate business Anna Kuznetsova, is constantly thinking about the future and what's next for the ever-changing travel industry and her rapidly evolving company.

"Great people are important and will always be important at our company," said Kuznetsova. "But great technology can make our people more efficient, and in turn, our customers even happier. We believe that's how we'll be able to maintain and widen our competitive advantage in the future and that's what we're working on."

Vipservice is already known for its progressive business attitude and dedication to customers. Kuznetsova wants to leverage technology to bring more efficiency and standardized workflow to every department in the company.

"When we took a closer look at our business we found that our manual processes were costing even more time and money than we had anticipated," said Kuznetsova. "We also found a lot of variation in manual procedures which can lead to quality problems and errors. People will always be in charge, but technology helps them do their jobs with more speed and satisfaction."

Vipservice sets a goal for itself to reduce manual procedures across the company. Travel management account service, document workflow, and data analysis were identified as critical areas with the greatest automation and improvement needs.

Small efficiencies in these areas could provide the biggest returns and savings in financials as well as morale.

TECHNOLOGY TEAM EFFORT PAYS OFF WITH BETTER CORPORATE TRAVEL PROGRAM

VIPSERVICE wanted to improve customer service, consolidate business management, and reduce costs at the same time in order to prepare for the future and be ready for economic expansion in Russia and beyond.

VIPSERVICE chose Sabre because of its commitment to the Russian market and the clear speed and efficiency benefits of Sabre's end-to-end solutions and technology.

VIPSERVICE employee productivity has gone up by 30 percent and the company will save as much as 40 million rubles (\$500,000) annually when new technologies and business processes are fully implemented.



ACTION: New Automation Means More Time for Customers and New Business

VIPSERVICE chose Sabre because of its experience and track record in the Russian market, as well as its easy-to-use, end-to-end solution.

"Not only does Sabre bring all travel options into one view but it helps employees make better use of their time so they can redirect it to other things like handling customer questions, cross-selling other products, and new business development," said Kuznetsova.

"Based on our research and testing, Sabre is the only company that provides all the necessary tools and capabilities in one place," added Kuznetsova.

For example, Sabre's Mid Office Manager which handles core business activities has been designed specifically

for the Russian market. It helps better manage workflow, keeping quality high, and labor costs low.*

Kuznetsova also likes the energy and enthusiasm of the Sabre team. It makes the relationship and connection stronger.

"It's a pleasure to work with the Sabre team here in Moscow. They are very involved and committed to what they do. They listen patiently, adapt to our needs, and really want us to do well," said Kuznetsova. "Sabre employees come from various backgrounds and have deep knowledge and expertise in many different areas. What's especially important is that we have a common bond and speak the same language."

* Mid Office Manager product not available in all countries

OUTCOMES: Ready to Seize Market Opportunities and New Growth

Sabre allowed Vipservice to automate the majority of its manual processes and establish a single quality standard for operations and customer service.

The launch of the new Sabre system went flawlessly thanks to thorough testing and efficient training of VIP's employees. Sabre continues to monitor and adjust the system, providing close technical support and training for new Vipservice employees.

The new Sabre systems also helped improve the quality

and speed of document exchange with clients and ensure better control of expenses.

Kuznetsova says the new Sabre systems have been embraced by Vipservice employees and morale is high. Everyone feels more empowered to deliver their best work.

"We have transformed our company with better systems and operations and Sabre has been an important part of that," said Kuznetsova. "Our success is due in large part to our people, and Sabre is making our people even better."

"It's all about the client for us and client loyalty and repeat business is driven by service, attention and pricing. That's why it was important for us to find a technology partner that feels the same way about customer service. That's why we chose Sabre."

Anna Kuznetsova, Vipservice, Corporate division/business

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Sabre *Sabre is an innovative technology company that leads the travel industry by helping our customers succeed.*

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