

The Sabre logo is positioned in the top left corner, featuring the word "Sabre" in a white, bold, sans-serif font against a red, trapezoidal background that tapers to the right.

Sabre

Amplitudes case study

French TMC partners with Sabre to improve efficiencies and sharpen its edge with a bespoke self-booking tool



Customer first

Headquartered in Toulouse, Amplitudes has grown from a small business back in 1991 to one of France's leading Travel Management Companies (TMCs). Today, it employs 100 people and offers a wide range of tailor-made travel experiences for business and leisure customers

ACTION: Amplitudes first opened up in 1991 as a boutique agency owned and operated by owner José Martinez, who started the business on a modest budget. The company, which is still run by Martinez, has grown steadily over the years and now turns over €55m a year. It specializes in tailor-made business travel solutions and also offers bespoke leisure packages.

One of the company's biggest corporate customers is Airbus, which has used Amplitudes for its employee travel bookings for many years. To ensure Airbus was receiving the very best personalised service, Amplitudes developed a custom-made self-booking tool (SBT) in 2009 using Sabre Web Services, for their exclusive use. Sabre and Amplitudes worked closely together to develop the SBT, which is called Aviator, to enhance the speed and efficiency with which Airbus can make travel bookings for its staff and which has an impressive 74% adoption rate.

Travel booking technology is constantly evolving. Martinez wanted to ensure that the initial version of Aviator, which had worked so well for both Amplitudes and Airbus, was brought up to date with all the most recent advancements and tools and so undertook an extensive update of the SBT in 2016.

As Martinez explains: "We'd kept the same self-booking tool since 2009, as it had proved a very stable and efficient tool with very low overheads. Last year we decided to start developing a new SBT using today's technology. This time the SBT is not just dedicated to Airbus and we're planning to offer it to other business clients with specific demands as well."

Amplitudes looked for the right partner to help develop the replacement self-booking tool for Airbus and also improve the overall agency efficiency by auditing its technology, software and booking tools. Martinez wanted to ensure his agency was utilising as many of the latest, proven timesaving tools as possible.

A long history working with Sabre

Amplitudes has been a Sabre customer for 25 years. The relationship between the two companies has remained a constant while Amplitudes has dramatically expanded the size and the scale of its services.

"Amplitudes has worked with Sabre from launch," explains owner José Martinez. "At the time, Sabre was just starting out in France and they were really close to us right from the beginning. We weren't travel agents before, and we loved the fact Sabre provided us with a good guiding hand. I was previously a tour guide in adventure travel, and Sabre's help in establishing Amplitudes at the start was very important to me. It was at a time when travel management companies were just beginning to move from manually writing out tickets to the start of the GDS. We've stayed with Sabre ever since and they've always been on hand to help when needed. We've always had great support from the French team at Sabre.

Building a customised SBT

Amplitudes asked Sabre to assist with the refreshed version of Aviator, following the positive experience of working so closely with Sabre on the original Aviator build in 2009.

ACTION: To help build a customised SBT and add efficiencies

Martinez describes the experience of working with Sabre on such a project, "Sabre is much, much better than its competitors in offering open and easy to use technology that facilitates a lot of the developments we do."

The first-generation SBT for Airbus was developed with Sabre's help and it proved a very stable and efficient tool with very low overheads. So Amplitudes naturally turned to

Sabre to help them design and build the new SBT. The ambition was for the new Aviator application to provide simple, basic tools, developed around the needs of Airbus, that could also be used by other companies as well.

The new, improved Aviator SBT works seamlessly on mobile devices and enables straightforward air, train and hotel bookings. "It has a simple travel policy, avoiding the typically complex setup of such systems," says Martinez. "It also incorporates contact with support direct from the application."

Sabre provided access to its APIs to help with the development of the SBT. The air bookings in Aviator are made through Sabre and Amplitudes is integrating Hotel Hub into the hotel-booking tool. Amplitudes had regular

contact with Sabre and greatly benefited from Sabre's technical support and knowledge from start to finish.

Amplitudes also chose Sabre to perform a detailed, large scale audit of its internal systems, to see where it could streamline and optimise workflow. "Our market is very competitive and the fees we can charge are limited in every part of the market," says Martinez. "To keep clients and grow the business, you have to keep your fees low and be ever more efficient. We felt that we weren't efficient enough so we turned to Sabre to act as a consultant and comprehensively audit the way we worked. Sabre spent time with all our teams to see how they worked. They looked at every process and worked with us, advising on how things could be improved. Sabre did a great job."

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"Sabre is much, much better than its competitors in offering open and easy to use technology that facilitates a lot of the developments we do"

JOSÉ MARTINEZ
Owner, Amplitudes



1991
Amplitudes started up



2009
Created the original version of Aviator



2016
Updated Aviator. Started a major efficiency audit with Sabre



40,000
Projected bookings with new Aviator over the next two to three years



€60,000
Savings each year from using the updated Aviator

Making a difference

Amplitudes' personalised, secure self-booking-tool Aviator is targeted to make more than 40,000 bookings over the next two to three years. Having its own SBT means Amplitudes doesn't have to pay third-party fees, saving the company €60,000 a year.

Meanwhile, Sabre's large-scale audit of Amplitudes' systems concluded with an extensive list of recommendations, all tailored to make Amplitudes' processes more efficient and make cost and time savings in most areas of the business.

Sabre's audit covered Amplitude's entire ecosystem, all third party and back office systems. "As a growing company, we need to regularly take stock of what we do and see if we can add efficiencies," explains Martinez.

"In particular, we had issues with automating tickets and invoicing. Our aim is to grow

automated ticketing from 25% to 80%. Sabre pointed out a lot of very interesting ways we could improve, using Post Booking Automation Tools such as Schedule Change Processor, Queue Manager, Pre-Ticket Fare Optimizer, and also Sabre Profiles and Hotel Hub. We're now integrating all of Sabre's recommendations into our workflows. Sabre is also helping us optimize our use of Quality Control & Ticketing (QCT). We issue around 50,000 tickets in total, and around 23,000 now go through QCT each saving around four or five minutes."

"What we sell to our clients is our difference – we are very close to our clients and want to give them tailor-made services. What Sabre gives us are also tailor-made services," says Martinez. "The Sabre team is very close to us and knows exactly what we're doing and how they can help. For example, when we take on new staff, Sabre even builds special training for them, that's dedicated to Amplitudes and the way we work."



4 minutes
Time saving per ticket issued with QCT



80%
Target for automated ticketing



25
Years Amplitudes and Sabre have worked together



"Sabre pointed out a lot of very interesting ways we could improve... We're now integrating all of Sabre's recommendations into our workflows"

JOSÉ MARTINEZ
Owner, Amplitudes