



REED & MACKAY

EXTRAORDINARY TRAVEL MANAGEMENT

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Sabre[®]

REED & MACKAY CASE STUDY

Multinational travel management company overhauls hotel bookings with Sabre

Reed & Mackay manages a portfolio of customers in a broad range of industry sectors, who can be very prescriptive about their travel requirements. Its headquarters are in London and it has offices in EMEA, North America and APAC

AMBITION: Reed & Mackay started life in 1962 as a small onsite travel agent within an insurance firm. In the 1990s it began to ramp up its offering and scale up its services, becoming a leading travel management company (TMC) delivering a white glove service to thousands of high-end business travelers.

Part of this evolution came about through the development of its own point of sale, named R&M/iQ, in 2002. This innovative approach enabled it to search 150% more fares than any other travel management company at the time.

The move to develop its own bespoke reservation system led Reed & Mackay to look for similarly forward-thinking partners to team up with. Further enhancing and expanding its offering to clients, Reed & Mackay wanted to find a straightforward way to quickly grow the range of high quality hotels it had access to through R&M/iQ.

This would enable it to book full air and hotel itineraries for its customers within one system.

The obvious solution was partnering with Sabre, which immediately provided it with a huge quantity of hotels at the higher end of the market to perfectly suit Reed & Mackay's client base. "We're very focused on business destinations and there's full coverage in those areas on Sabre," says Reed & Mackay's Commercial Director Tom Rigby.

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TOM RIGBY,
Commercial Director, Reed & Mackay

Hotel bookings play a huge part in Reed & Mackay's end-to-end service to clients. "It's a highly emotive subject for the customer and is a very important part of any travel plan."

MORE EFFICIENT HOTEL BOOKINGS

Reed & Mackay created its point of sale, R&M/iQ, and teamed up with Sabre, to offer a vast array of hotels to customers.

As a result, consultants can make more educated decisions while creating bespoke itineraries for their clients. They also benefit from significant efficiency savings as they don't have to make air and hotel bookings separately. The TMC feels it has found the right partner for further growth in the future, with Sabre supporting its innovation strategy and international expansion.

Providing clients with great deals on a large range of high quality hotels

ACTION: Powered by Sabre Web Services, the integration of Sabre into R&M/iQ enables Reed & Mackay to book exactly what the customer needs. “With Sabre, we go into every booking knowing we’re not going to be outdone or have a client ringing up saying they’ve found a better deal somewhere else,” says Tom Rigby.

The combined power of R&M/iQ makes it possible for Reed & Mackay’s consultants to quickly make an educated decision about each booking. Supplementary material, images and special promotion details for each hotel are easily accessible in the system, adding to the consultant’s insight about each hotel and streamlining the booking process.

This results in significant time savings. If consultants were to make a booking outside of R&M/iQ, it would typically take at least 10-20 minutes, including calling the hotel and manually logging the booking in R&M/iQ. With bookings made directly through R&M/iQ and Sabre, the booking time is reduced to just two to three minutes. “Having the information all in one place means there are no, ‘Let me try and find that out for you’ type of conversations,” says Rigby.

Assuming an average saving of around 12 minutes per booking, time saved on Reed & Mackay’s hotel bookings last year could amount to a staggering 25,000 hours, simply through the use of R&M/iQ and Sabre.

For a company that prides itself on providing a dedicated consultant for each account, these time savings are key in enabling consultants to spend more time liaising with their customers to understand their specialist requirements, rather than ringing hotels directly to make bookings.

There are further benefits of making hotel bookings through Sabre and R&M/iQ, related to traveler tracking and duty of care. Reed & Mackay has developed R&M/Protect, a security system that enables travel managers to create traveler tracking reports for all hotel bookings made through R&M/iQ, if something happens security-wise. “At the press of a button, we can see live on a map within R&M/iQ who is affected, with the ability to extract reports, and this is exactly what our clients see in R&M/Portal as part of the R&M/Protect service.”



1962

Reed & Mackay started up



2002

Launched R&M/iQ



15

Years Reed & Mackay and Sabre have been working together



“Clients can see how quickly we make bookings, which gives us a real competitive advantage over other travel management companies.”

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12 minutes

Time saved per booking with Sabre



25,000 hours

Time saved each year using Sabre

A faster, more transparent, customer service, and continued expansion

OUTCOMES: Booking hotels with Sabre gives Reed & Mackay and its clients global coverage, increased speed, efficiency and better traveler tracking. “Clients can see how quickly we make bookings, which gives us a real competitive advantage over other travel management companies.”

Furthermore, after 15 years working together, Reed & Mackay benefits from a very close working relationship with Sabre; similar to that of internal departments in the same company, with daily contact between the two companies.

Angelina Bunting, Hotel Product Manager at Reed & Mackay, says she’s always on email or the phone to Sabre with day-to-day questions and “they are always really responsive and helpful.”

The closeness of the companies has enabled Reed & Mackay to adapt and develop its technology to suit its needs, with on-going help and support from Sabre. “It’s very much a two-way relationship and one that’s built on good access and open discussion,” says Rigby.

Reed & Mackay is confident Sabre is able to support the company with all its future expansion plans, as both companies share a similar strategy for continual innovation and growth.

“As we expand internationally, Sabre will support us in these key markets,” he adds. “We aid each other in growing in those particular markets and are really happy that, with Sabre, we’ve found the right provider to partner with.”

Sabre

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