

## User Story

### **Loyaltynet help Sabre Travel Network promote and increase use of the Sabre Global Distribution System (GDS) via online incentivisation programme.**

*Sabre clients are very comfortable using the GDS to book flights. The challenge was to ensure that they also understood and used the GDS's full potential to make hotel reservations and book car hire.*

As the world's first and leading GDS, Sabre Travel Network provides their agency clients with real time instant access to hundreds of airlines as well as thousands of hotels and all the leading car hire vendors. With the major emphasis on flight bookings, Sabre wanted to remind agencies that the GDS is also their natural mechanism for hotel and car hire bookings. To do this, Sabre asked Loyaltynet to develop an online incentive programme that would help focus agency staff on hotel and car hire, as well as flights.

An additional objective of such a programme was to drive increased use of Sabre's Agency resources portal - Agency eServices. This facility provides a wide range of online information and support for Sabre's clients.

In September 2004 a pilot scheme was launched called AutoRewards concentrating on car hire bookings. AutoRewards, although outsourced to Loyaltynet, was fully branded as a Sabre programme. Online registration allowed a range of data to be collected about the agencies applying for membership. This information could then be used to perform validation checks against existing Sabre client databases as well as using new data for a number of marketing initiatives. Increased use of e-services was achieved by providing access to the incentive programme via a link from the eServices site so that every time a member accessed the incentive programme they were reminded of the wide range of content available.

The AutoRewards programme featured a catalogue of rewards, which, as well as being the mechanism for redeeming rewards, also allowed members to run a wish list of those items they hoped to be able to claim. Members were awarded points based on the car group booked, ranging from 2 points for an 'Economy' to 8 points for a 'Standard'. Sabre provided a regular report of all bookings to Loyaltynet so that member accounts could be updated showing the total points and allowing redemption to be completed once a sufficient number of points had been earned. The programme's unique approach led to Sabre acquiring sponsorship and joint promotional activity from a number of their car hire partners including Avis and Europcar. The rewards used in the online catalogue were chosen from the John Lewis range.

In July 2005 the programme was rolled out to a wider audience and re-branded as MyRewards with AutoRewards and the new HotelRewards each as part of a suite of Sabre incentive programmes. Millennium Copthorne and Utell sponsored HotelRewards. At the same time a number of new and exciting rewards were added including Love2Shop vouchers providing members with the ability to select their own reward in over 15,000 high street stores.

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By early 2006 over 250 agency locations were registered members of the MyRewards programme, representing thousands of agency staff. The most popular rewards included iPods, digital cameras and DVD players as well as the Love2Shop vouchers.

The programme closed in August 2006 with Sabre donating a percentage of the value any unclaimed rewards to UNICEF.

Commenting on the programme, Nevine Hunt, Regional Marketing Manger at Sabre said “MyRewards has been a great success, it was the first loyalty incentive offered by a GDS and we were delighted by the support given to it by our clients to make it such a success. As we move forward, we will continue to develop programmes that can offer our clients cost effective ways to increase their sales”.

About Loyaltynet Ltd:

Loyaltynet, The Partner Incentivisation Specialist, was founded in 2004 to help companies achieve greater sales by incentivising their dealers, distributors and resellers. The Loyaltynet web-based system allows companies to run their own branded online sales incentive programmes, as an extension of their portal, web site or a specific micro site, and offers a wide range of exciting rewards. The Loyaltynet system blends training with the incentive programme, known as 'Learn to Earn', which encourages key partners to learn more about products and services, as well as increase sales and improve customer service effectiveness.

At the start of a project, Loyaltynet works closely with clients to ensure that the blended incentivisation programme is aligned to corporate goals. It then provides a fully outsourced programme including system configuration, hosting, administration and member support.

For more information on Loyaltynet, please visit: [www.loyaltynet.co.uk](http://www.loyaltynet.co.uk)

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### About Sabre Travel Network

Sabre Travel Network, a Sabre Holdings company, provides access to the world's leading global distribution system (GDS). The Sabre GDS is a ready-built efficient marketplace that connects suppliers, including hundreds of airlines and thousands of hotels, with more than 50,000 travel agency locations. Suppliers get access through one single connection; travel agents get real time access to thousands of travel products from multiple suppliers through one source integrated into their businesses; consumers get access to a global supermarket of the world's greatest travel possibilities.

Key brands of Sabre Travel Network include GetThere, the leading Web-based corporate travel reservation technology, and Jurni Network, the unique leisure travel agency consortium in the United States that enables members to sell more products from preferred travel suppliers using sophisticated market intelligence.

Sabre Holdings (NYSE: TSG) connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information about Sabre Holdings is available at <http://www.sabre-holdings.com>.