

Industry: Technology
Use Case: Sales Training, Service Training, Employee Training

Sabre Corporation closes deals and shortens sales cycles with SAP Litmos

Sabre is a leading technology solutions provider for the travel industry. Their technology and data-driven solutions help airline, hotel and travel agency customers grow their businesses and transform the travel experience. They provide an open and stable platform to deliver flexible, reliable and scalable solutions. Over the years, they have shaped and modernized the travel industry and have pioneered online travel agencies, corporate booking tools, revenue management and web and mobile itinerary tools.

Prior to SAP Litmos LMS, there was no consistent method of training for the sales teams. There was mandatory HR compliance and soft skills training for all employees, but no specific training for sales, and they needed an efficient and effective method to train their revenue-generating sales teams. The old method of training sales reps included monthly conference calls and documents were shared through content repositories. These methods weren't effective because there was no way of tracking accomplishments and many teams weren't available to join these calls.

With SAP Litmos, they can now create on-demand eLearning courses, which all of their sales reps can launch from anywhere in the world based on their time zones, and the training team can run quality reports to showcase the progress of their learners. They have been able to save a huge amount of time, man hours, and cost, which has added to the list of wins since launching the LMS. Their company performance has improved by ensuring training activities strategically align with their mission, and has enabled their sales team to be successful.

"We were able to launch SAP Litmos in a matter of days, not weeks or months, which allowed us to go to market a lot quicker than we had anticipated," said Nicholas Gregory, Director, Global Sales Enablement, Sabre Corporation.

Learn more at www.litmos.com

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Increased revenue
due to better customer experiences



28% increase
in customers in one year



Reduced travel costs
by leveraging online learning