

GDS Sales Strategies

Adding the Passenger's Mobile Number and E-mail Address in PNR

Date 10 May 2015	Reference 201505101	Effective Date Immediately
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This is a replacement to our bulletin number 201410011 dated 01 October 2014 regarding the above subject.

It is essential that all Travel Service Providers ensure that they correctly add the passenger's contact information (i.e. passenger's mobile phone number and e-mail address) in their PNRs so that SAUDIA can inform the passenger in case of a schedule change for his flight or any modification in his PNR and also for the passenger to be able to benefit from SAUDIA services, which depend on the above means of communication with the passenger.

SAUDIA has recently adopted the distribution of access codes to the internet on its planes by means of e-mail and mobile phone SMS and has done a survey of the number of passengers who received those access codes through the above means and found that only 78% of first and business class passengers received these codes, and the reason why the remaining 22% of those passengers did not receive their onboard internet access codes was the lack of the passenger's mobile phone number and e-mail address in their PNRs, which were originally created by Travel Service Providers.

And due to the continued receipt of complaints and observations from the customers and their demands for compensation due to they have not benefited from this service and the interest of SAUDIA to provide the best services to its valued customers, so we urge all Travel Service Providers to adhere to the necessity of entering the passenger's mobile phone number (starting with the country code and omitting the leading zero of the mobile number) and e-mail address in their PNRs using the correct format. In some countries where the privacy laws and regulations do not permit Travel Service Providers to add the customer's contact information, the Travel Service Provider must enter their own mobile number and e-mail address in the PNR, and it then becomes their responsibility to inform the passenger of any changes to his flight or reservation and convey to him any information related to accessing SAUDIA services that he is eligible for and will be liable for not informing the passenger.

SAUDIA reserves the right to take any or all of the following actions against any Travel Service Provider who did not enter a mobile phone number and an e-mail address of either the passenger or their own or incorrectly entered that information in their PNR:

- Cancel that PNR if it is not already ticketed, and/or
- Raise a debit memo to the Travel Service Provider, and/or
- Block reservation and/or ticketing access for the Travel Service Provider, and/or
- Pass any claim or compensation request related to a customer whom have not been able to benefit from SAUDIA services or have not been informed of any change to his/her flight or reservation to the Travel Service Provider who caused this inconvenience to the customer.

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The below table shows the correct format for entering the passenger's mobile phone number and e-mail address in the PNR and examples for each GDS:

GDS	Format and examples for entering the passenger's mobile number and e-mail address
Amadeus	Formats:- APN-M+<mobile number>/<Language>/P<Pax No> APE-<Email address> Examples:- Saudi mobile, passenger speaks Arabic: APN-M+966543210987/AR/P1 Non-Saudi mobile, passenger speaks English: APN-M+639052944175/EN/P1 APE-EMAIL@BUSINESS.COM
Galileo	Formats:- SI.SV*CTCM <mobile number>/<Language> SI.SV*CTCE EMAIL//BUSINESS.COM Examples:- SI.SV*CTCM 966543210987/AR SI.SV*CTCE EMAIL//BUSINESS.COM
Sabre / Abacus	Formats:- 3OSI SV CTCM <mobile number>/<Language> 3OSI SV CTCE EMAIL//BUSINESS.COM Examples:- 3OSI SV CTCM 966543210987/AR 3OSI SV CTCE EMAIL// BUSINESS.COM
Worldspan / Axess	Formats:- 3OSI SV CTCM-<mobile number>/<Language> 3OSI SV CTCE- EMAIL//BUSINESS.COM Examples:- 3OSI SV CTCM-966543210987/AR 3OSI SV CTCE- EMAIL// BUSINESS.COM
Apollo	Formats:- @:3OSI SV CTCM <Mobile No>/<Language> @:3OSI SV CTCE EMAIL//BUSINESS.COM Examples:- @:3OSI SV CTCM 966543210987/EN @:3OSI SV CTCE EMAIL// BUSINESS.COM
Travelsky	Formats:- 3OSI SV CTCM <mobile number>/<Language> 3OSI SV CTCE EMAIL//BUSINESS.COM Examples:- 3OSI SV CTCM 966543210987/EN 3OSI SV CTCE EMAIL// BUSINESS.COM

Notes:-

- The mobile number must begin with the country code without "00" and without the leading "0" of the mobile number as shown in the examples above.
- <Language> can either be EN for English or AR for Arabic.



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