

GDS Sales Strategies

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

Date	Reference	Effective Date
01 October 2014	201410011	Immediately

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 the plane by means of e-mail and mobile phone SMS and has done a survey of the number of passengers who have received those access codes through the above means and found that only 78% of first and business class passengers have received these codes, and the reason why 22% of those passengers have not received 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 need to enter the passenger's mobile phone number (starting with the country code and omitting the leading zero of the mobile number) and e-mail address using the correct format, and never enter the phone number or e-mail address of the Travel Service Provider in their PNRs.

SAUDIA reserves its right to cancel any PNR that does not contain a mobile phone number and an e-mail address of the passenger, and/or raise a debit memo to the Travel Service Provider that does not adhere to the need to enter the passenger's contact information in their PNRs, and/or pass any claim 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.

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

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Galileo	<p>Formats:- SI.SV*CTCM <mobile number>/<Language> SI.SV*CTCE EMAIL//BUSINESS.COM</p> <p>Examples:- SI.SV*CTCM 966543210987/AR SI.SV*CTCE EMAIL//BUSINESS.COM</p>
Sabre / Abacus	<p>Formats:- 3OSI SV CTCM <mobile number>/<Language> 3OSI SV CTCE EMAIL//BUSINESS.COM</p> <p>Examples:- 3OSI SV CTCM 966543210987/AR 3OSI SV CTCE EMAIL// BUSINESS.COM</p>
Worldspan / Axess	<p>Formats:- 3OSI SV CTCM-<mobile number>/<Language> 3OSI SV CTCE- EMAIL//BUSINESS.COM</p> <p>Examples:- 3OSI SV CTCM-966543210987/AR 3OSI SV CTCE- EMAIL// BUSINESS.COM</p>
Apollo	<p>Formats:- @:3OSI SV CTCM <Mobile No>/<Language> @:3OSI SV CTCE EMAIL//BUSINESS.COM</p> <p>Examples:- @:3OSI SV CTCM 966543210987/EN @:3OSI SV CTCE EMAIL// BUSINESS.COM</p>
Travelsky	<p>Formats:- 3OSI SV CTCM <mobile number>/<Language> 3OSI SV CTCE EMAIL//BUSINESS.COM</p> <p>Examples:- 3OSI SV CTCM 966543210987/EN 3OSI SV CTCE EMAIL// BUSINESS.COM</p>

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.

Saudi Arabian Airlines, GDS Sales Strategies
If you have any questions or comments on this bulletin, please contact:
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