

## **Subject: recommended use of SSRCTCE/M/R fields for customer contact data**

Dear Travel Agents,

At SkyTeam, we immensely value the business and the support that you bring to our 19 member airlines. In order to deliver an even more seamless experience for all our customers, we are contacting you to ask you to implement the IATA's supported practice of using SSRCTC# as standard customer contact storage fields in the PNR.

As we all know, sometimes travel might not go as planned, it's in these moments that customers count on us the most. By implementing SSRCTC# as standard, customers will receive important and timely updates on their flight status, regardless of the channel they booked their travel with. Which will help to greatly improve the customer experience during irregular operations.

On behalf of SkyTeam and its members we thank you in advance for your cooperation.

Kristin Colvile



SkyTeam  
CEO, and Managing Director

*Supporting the IATA 830d Resolution of 2014, SkyTeam and its 19 members, are recommending the use of the SSRCTCE/SSRCTCM industry standard codes for storing customer contact information. These contact element entries provide a structured format for customer contact data in the PNR.*

## **ADVANTAGES FOR TRAVEL AGENCIES**

By submitting valid passenger contact information (email and mobile phone number, including international country code) according to standard SSRCTCE & CTCM industry formats, travel agents can:

1. Ensure that clients obtain timely and relevant information from the airline
2. Reduce the need to check PNR queues in search for messages about interruptions and booking changes
3. Reduce the need to search for alternative flights for clients
4. Save time and money, and at the same time meet their clients' expectations
5. Improve the overall experience the travel agency has to offer

## **ADVANTAGES FOR CUSTOMERS**

The advantages will vary from airline to airline depending on what services they provide. Customers may gain the following advantages:

1. Real time flight updates
2. Proactive notifications in the event of a delay or cancellation
3. Baggage-related updates
4. Automatic sending of rebooking or boarding pass for the next available flight
5. Reduction in waiting time, stress and inconveniences during service disruptions
6. A better customer experience

Optionally, preferred language may be included in the message using the language codes in ISO-639-1. Languages supported by carriers may vary.

Note: Use "/" (double slash) in place of @ (at sign), use "." (double dot) in place of "\_" (underscored) and use "/" (dot slash) where a "-" (dash) is needed in an e-mail address.

<b>GDS</b>	<b>Transaction formats</b>
AMADEUS	<p><b>SSRCTCE email contact</b> SRCTCE-LOPEZ.ANGEL//GMAIL.COM</p> <p><b>SSRCTCE email including customer's preferred language</b> SRCTCE-LOPEZ.ANGEL//GMAIL.COM/SP</p> <p><b>SSRCTCM phone number including country code/LANGUAGE</b> SRCTCM-1234567890/IN</p> <p><b>SSRCTCR in case customer refuses to give contact information</b> SRCTCR-REFUSED</p>
GALILEO	<p><b>SSRCTCE email contact</b> &gt;SI.P1/SSRCTCEYYHK1/A.LOPEZ//YAHOO.COM</p> <p><b>SSRCTCE email including customer's preferred language</b> &gt;SI.P1/SSRCTCECXHK1/A.LOPEZ//YAHOO.COM/DE</p> <p><b>SSRCTCM phone number including country code /LANGUAGE</b> &gt;SI.P1/SSRCTCMLHHK1/12021234567 &gt;SI.P1/SSRCTCMLHHK1/49 6987654321/DE</p> <p><b>SSRCTCR in case customer refuses to give contact information</b> &gt;SI.P3/SSRCTCRYHK1/REFUSED</p>
SABRE	<p><b>SSRCTCE email contact</b> 3CTCE/JOHN.SMITH//AOL.COM-1.1</p> <p><b>SSRCTCE email including customer's preferred language</b> 3CTCE/JOHN.SMITH//AOL.COM/EN-1.1</p> <p><b>SSRCTCM phone number including country code /LANGUAGE</b> 3CTCM/12233444444-1.1 3CTC/1234455555/DE-1.2</p> <p><b>SSRCTCR in case customer refuses to give contact information</b> 3CTCR/REFUSED TO PROVIDE CTC INFO-1.1</p>
APOLLO	<p><b>SSRCTCE email contact</b> @:3SSRCTCELYHK1/N1/J.SMITH//YAHOO.COM</p> <p><b>SSRCTCM phone number including country code /LANGUAGE</b> @:3SSRCTCMLHHK1/N1/12021234567</p> <p><b>SSRCTCR in case customer refuses to give contact information</b> @:3SSRCTCRYHK1/N1/FREE TEXT PASSENGER REFUSED</p>

<p>WORLDSPAN</p>	<p><b>SSRCTCE email contact</b> 3SSRCTCEYYHK1/J.SMITH//YAHOO.COM-1.1 <b>-(dash) is permitted in the email address</b> 3SSRCTCEYYHK1/J-A.SMITH//YAHOO.COM <b>SSRCTCM phone number including country code</b> 3SSRCTCMLHHK1/12021234567-1.1 <b>SSRCTCM phone number including country code indicating preferred language is German</b> 3SSRCTCMLHHK1/496987654321/DE-1.1 <b>SSRCTCR in case customer refuses to give contact information</b> 3SSRCTCRYHK1/FREE TEXT NO CONTACT INFORMATION-1.1</p>
<p>TRAVELSKY</p>	<p><b>SSRCTCE email contact</b> &gt;SSR CTCE MU HK1/A.LOPEZ//YAHOO.COM/P1/S2 <b>SSRCTCE email including customer's preferred language</b> &gt;SSR CTCE MU HK1/A.LOPEZ//YAHOO.COM/CN/P1/S2 <b>SSRCTCM phone number</b> &gt;SSR CTCM MU HK1/136111183249/P1/S2 <b>SSRCTCR in case customer refuses to give contact information</b> &gt;SSR CTCR MU HK1/REFUSED/P1/S2</p>