

An update regarding customer contact information

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In order to provide better service to our mutual customers, American requires our travel agency partners to input customer email and/or phone contact information (CTCE / CTCM) in each booking, as indicated in our Governing Travel Agency Agreement (GTAA) which supports IATA rule 830d. All bookings without contact information could be subject to a debit memo.

- [GTAA - ARC Accredited Agents and their Affiliates](#)
- [GTAA - Instructions for Foreign Travel Agency participation](#)

This information would be used to help us reach out to customers when there is an operational disruption within 72 hours of departure. We reach out to our mutual customers, by telephone, email notification and text message notifications which are available for US, UK, and Spain numbers.

American is committed to advising customers of operational cancellations and delays in a timely fashion. The customer contact information you provide will allow us to improve the customer experience through our ability to provide details of the delay, cancellation, and possible alternate options for travel directly to the customer, resulting in a better customer experience.

More information can be found under our Agency Reference Guidelines:

[Schedule Irregularity / IROPS SSR Codes for Customer Contact](#)

As always, we appreciate your continued business!

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