

Singapore Airlines Distribution Fee for Edifact Channels (FAQs)

General Information

1. Why is Singapore Airlines implementing a Distribution Fee?

The need for fast and accurate transmission of content in the post pandemic world becomes increasingly important as the consumers need to be updated promptly on the latest information regarding schedules, itineraries, travel restrictions etc.... The legacy technology today is inhibiting what the airlines can do to support the evolving operational needs and there is a need to accelerate the adoption of newer and more advanced technology to bridge this gap. The KrisConnect Programme was conceptualized to bring a newer and more developed messaging standard to our trade partners to facilitate better flow of information to improve overall customer experience. The introduction of a Distribution Fee will hence drive this objective.

2. Does the introduction of the surcharge mean that SQ are trying to encourage consumers to move away from the trade and move to online bookings with SQ directly?

No. The intention is to encourage our trade partners to move towards a more advanced technology. So long as agents transact in the NDC channel, they will not incur a Distribution Fee.

3. How can I avoid this Distribution Fee?

The Distribution Fee is only levied on bookings created in the Edifact legacy channel. Bookings that are created in the NDC/API channel do not incur a Distribution Fee. Agents are hence encouraged to onboard the KrisConnect Programme to ready an alternative channel to avoid incurring the Distribution Fee.

4. Where can I find out more information about the Distribution Fee?

You can approach your respective SIA Account Manager(s) for more information.

5. Is the introduction of this fee a common practice in the industry?

Yes. This has been implemented by several large airlines around the world.

6. What happens if I can't onboard the KrisConnect Programme by January 2021? Are there any waivers given?

No. We strongly encourage our trade partners to onboard the KrisConnect Programme as soon as you can. The fee will kick in automatically on 4 Jan 2021. There will be no waiver(s) of the fee.

Programme

1. What is NDC?

NDC (New Distribution Capability) is a travel industry-supported program (NDC Program) launched by IATA for the development and market adoption of a new, XML-based data transmission standard (NDC Standard). The NDC Standard enhances the capability of communications between the airlines and travel agents which will transform the way air products are retailed to the consumers. For more information on IATA's NDC Program, please refer to IATA's program page available at <https://www.iata.org/whatwedo/airline-distribution/ndc/Pages/default.aspx>

2. Why is Singapore Airlines pursuing NDC?

The NDC Standard enhances the capability of communications between the airlines and travel agents which will transform the way air products are retailed to the consumers. It provides an opportunity for SIA to make sure information is communicated to our customers accurately in the most transparent way possible.

3. What is the KrisConnect Programme?

The SIA KrisConnect Programme is an initiative to make information and functionalities on SIA's digital platforms more readily available to partners, thereby enhancing overall customer experience. The programme leverages Application Program Interface (API) technology, including the industry developed New Distribution Capability (NDC) standards, to enable a seamless distribution of content and information from SIA to its trade partners. Participating trade partners benefit from an improved speed-to-market and access to the widest and most updated range of content and information. This in turn promotes greater transparency and enhances booking experience for our mutual customers.

4. How does this new programme help to drive better customer experience?

Customers increasingly expect personalized offers that contain a combination of products and services that suit them best at a particular point in time. SIA has invested heavily in these capabilities such that fares, conditions, discounts, ancillary product and service combinations can all be adjusted based on the preferences of travelers, agents and corporations. We believe that customers demand for personalization and with our ability to provide, the expectation will continue to grow. In addition, the technology provides faster and more reliable transmission of information, a necessary advancement to cater to the evolving expectations in a post-pandemic world.

5. How can an agent benefit from the SIA KrisConnect Programme?

In general, new content that SIA introduces through our Merchandising Platform will only be made available in the NDC channel. There are various categories of content that would be made exclusively available in the NDC channel such as exclusive fares, personalised offers, new fare products, ancillary sales etc.... More will be included as our product roadmap develops. In addition, agents get to earn ancillary incentives for every ancillary sold through the channel. For a detailed presentation on the SIA KrisConnect Programme, please contact your local SIA Account Manager(s).

6. How can I join the KrisConnect Programme?

There are four ways for agents to join the KrisConnect Programme:

- Direct connection to Singapore Airlines' NDC APIs
- Transact via our agency portal AGENT 360
- Connect via your GDS service provider
- Connect via an approved Singapore Airlines' NDC tech partner

Agents may opt to consume SIA NDC content through one or more of the above methods.

7. What is the lead time required to join the KrisConnect Programme?

In general, please cater at least 3 months to facilitate the end to end process. This will also ensure sufficient buffer time for agents to get acquainted with the new channel.

8. Is my GDS ready to transact NDC?

As different GDSs have different progress and onboarding requirements before granting agents access, please approach your respective GDSs for more information.

9. My chosen tech partner is not ready with providing me with NDC content, what can I do?

SIA supports a wide range of certified technology providers and agents can choose to onboard 1 or more technology provider(s) to transact the content. In addition, SIA has created a travel agent website, AGENT 360, to facilitate agents' NDC transactions if they choose not to work with a tech provider.

10. As a consolidator, how do we facilitate NDC for our non-lata agents?

This is a specific NDC implementation query. Please reach out to your local SIA Account Manager(s) who will assist to facilitate more conversations with the relevant parties. It requires further discussions beyond what a FAQ can provide.

Implementation

1. How will this fee be charged?

The Distribution Fee will be filed and ticketed under the tax code "YR" and will be processed automatically in the Global Distribution Systems pricing platforms. It will form part of the Taxes/surcharges on issued Electronic Tickets and will be included in BSP reporting and settlement.

2. Can this fee be amended/deleted?

No. This fee cannot be amended or deleted. Any amendment of the fee will result in a manual pricing record which will be audited. The variance of the fee may be recovered via an agency debit memo (ADM).

3. Will this fee be auto-priced through the system?

Yes, this fee will be auto-priced in the system.

4. If there is a system glitch and I am unable to void a ticket in time, is there an avenue to have the Distribution fee voided as well?

The usual escalation process will apply. Please contact your SIA Sales Ops contact for assistance.

5. Is Singapore Airlines surcharging everything that is booked through the Edifact channel? Are there any exceptions?

In general, most tickets issued through the Edifact Channel will incur a Distribution Fee. The exception is for tickets that are issued for Group bookings issued with "G" RBD booked through SQ Direct or through our reservation offices

Quantum and timing

1. When will this fee kick in?

The Distribution Fee will be rolled out in phases across all the SIA points of sale, starting with 7 markets. The distribution fee in the 7 initial markets is set to be effective for tickets issued from 4 Jan 2021 onwards.

2. What will be the value of the fees?

The fee is currently set at USD12 per ticket for all points of sale. This fee may however be adjusted as the implementation is expanded into other geographies.

3. My market is not in the initial list. When will this fee be applied? What will be the value of the fee?

Singapore Airlines is progressively rolling out the Distribution Fee across our global offices. The planning for the other markets beyond Phase 1 is still in progress and we will communicate more information to the affected trade partners when ready. The fee is currently fixed at USD12. This may be subject to changes as Singapore Airlines expand this rollout into the other geographies.

4. My market is in "Wave X" of the KrisConnect rollout. Does it mean the fees will kick in when my market cuts over?

No. The implementation of the Distribution Fee may be on a different schedule/timeline from the KrisConnect programme roll out. The timeline for rollout for the other markets will be communicated to agents when ready.

5. Why Jan 2021?

In general, SIA wants to ensure sufficient lead time is given to the trade to onboard the programme.

6. Why is your NDC Distribution Fee a flat fee instead of being tiered according to cabin class or destinations?

A standardized fee across routing and fare classes is preferred for ease of execution and communication.

AGENT 360

1. What is AGENT 360?

AGENT 360 is a one-stop platform for travel agents to engage with Singapore Airlines. On the website, travel agents will gain access to:

- a robust information portal, with access to the latest trade-specific content from SIA
- a comprehensive agency management system to self-manage your agency setup and assign roles and exclusive product access rights to your teams
- an easy-to-use booking portal, offering the widest range of SIA NDC content, without incurring any distribution and/or transactional fees.

2. Is there a cost to use AGENT 360?

No there are no Distribution or transactional fee involved in using AGENT 360.

3. Is AGENT 360 compatible with my backend processing?

We are in development of a specific file format that agents can easily use to ingest and integrate into your backend system(s). This will facilitate any backend processing where required.