

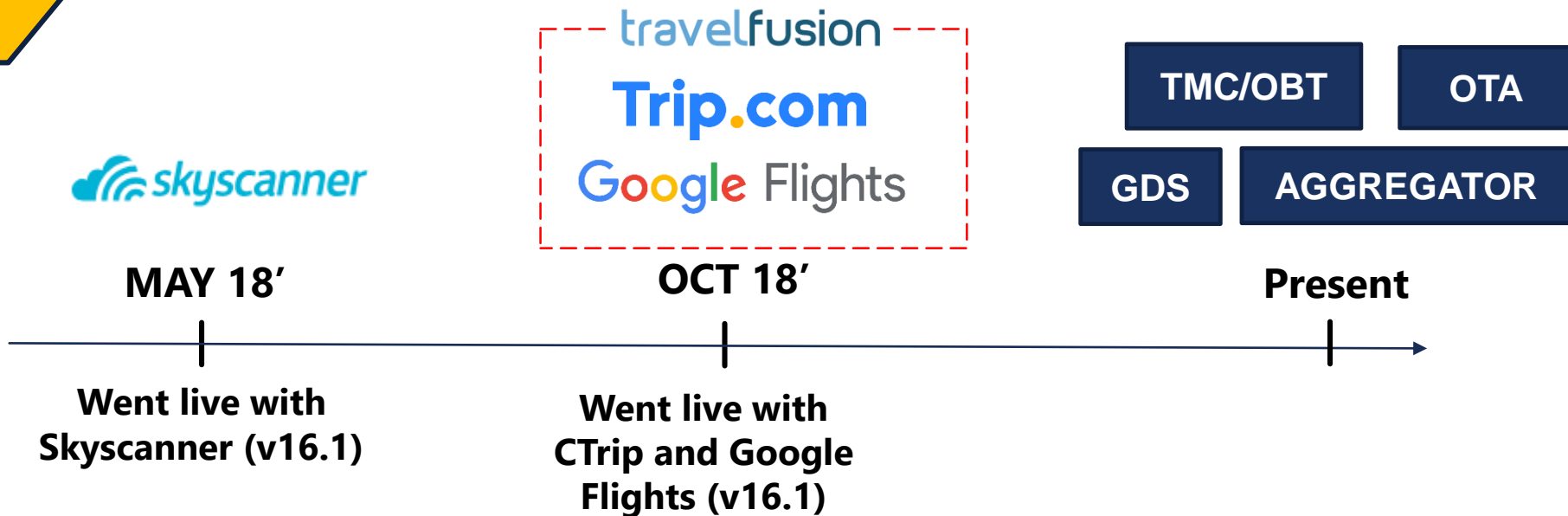


NDC Implementation Forum

Miami

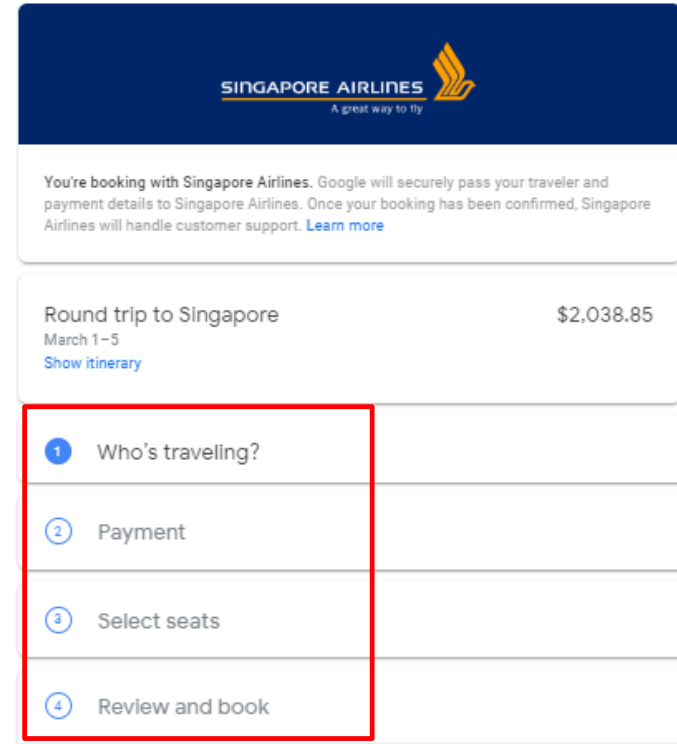
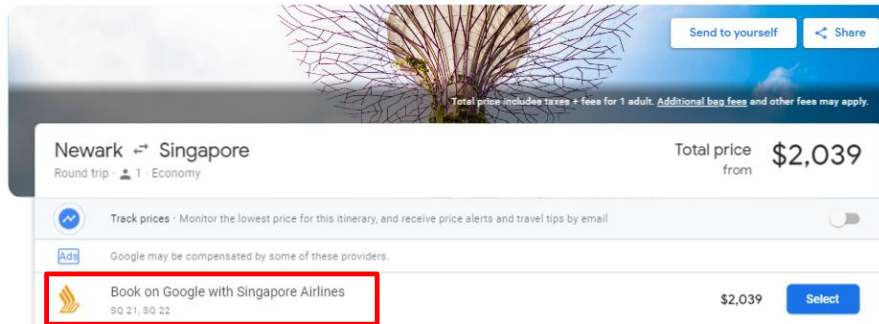
19 – 21 February 2019

SQ NDC UPDATES



- Went live with CTrip and Google Flights in Oct 2018
- Both partners are connected through TravelFusion
- Currently integrating with other TMCs / GDS / OTAs / Aggregators

SQ NDC UPDATES – GOOGLE FLIGHTS



- Simple 4-Step Flow
- Seat selection
- Discounted pricing for seat selection is easily enabled
- Book on Google to be rolled out progressively across more markets



SQ NDC UPDATES – NDC PRODUCTION SUPPORT

SERVICING SUPPORT



Bookings made via NDC can be self-serviced on our website



24/7 dedicated helpdesk to manage servicing queries

TECHNICAL SUPPORT



Dedicated mailbox to support technical queries.
Outages and/or scheduled maintenance work will also be broadcasted to partners' distribution list



24/7 dedicated technical support hotline to support technical queries

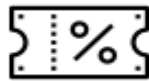


SQ NDC DEVELOPMENT

Improved Content Offered Exclusively through NDC



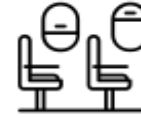
NDC EXCLUSIVE
FARES



PROMOCODE



PERSONALISED
OFFERS



SALE OF SEATS



CALENDAR FARE
SEARCH



SALE OF
BAGGAGE



BUNDLING OF
ANCILLARIES



THIRD PARTY
CONTENT



AIR DISCOUNT




RICH MEDIA

SQ NDC ENGAGEMENT

Educational and Awareness Phase

- Agents and Station Engagement
- KrisConnect launched Oct 2018
- IATA NDC Singapore forum in Jan 2019
- Knowledge sharing with other carriers









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NDC

Improve the booking experience with the industry standard APIs

The APIs in this category will help provide your customers with an enhanced end-to-end booking experience - shop for SIA products, price the products, complete the order and make changes to the order if needed

 AirShopping	 OfferPrice	 SeatAvailability
 ServiceList	 OrderCreate	 OrderRetrieve



Thank You