



## SIA LAUNCHES KRISCONNECT PROGRAMME TO ENHANCE CUSTOMER EXPERIENCE ON PARTNER PLATFORMS

Singapore Airlines (SIA) today announced the launch of its KrisConnect Programme, an initiative to make information and functionalities on SIA's digital platforms more readily available to partners, enhancing the overall customer experience.

The KrisConnect Programme makes use of Application Program Interfaces (API) technology such as those from IATA's New Distribution Capability (NDC) programme as well as other proprietary APIs, and makes them available to external parties. The APIs offer partners a range of functionalities including making and management of flight bookings, checking on flight status information, providing KrisFlyer-related information and more.

The programme is currently in its execution phase with partners across the travel ecosystem committing to tap on SIA's API content. These partners include global distribution systems such as Amadeus, Sabre and Travelport; travel agents such as CTM and Ctrip/Trip.com; as well as travel aggregators such as Google, KAYAK, Skyscanner and Travelfusion.

A recent initiative that fits into SIA's KrisConnect Programme is the NDC connection with Skyscanner which allows customers the ability to book SIA's flights directly on Skyscanner.

"Personalised service and being customer-focused have long been the hallmarks of Singapore Airlines. APIs accord us the opportunity to extend these values beyond our traditional touchpoints and we are pleased to launch KrisConnect to develop a deeper relationship with partners to improve the SIA customer experience on their platforms," said Senior Vice President Sales and Marketing, Mr Campbell Wilson.

In conjunction with the official announcement of the KrisConnect Programme, SIA has also launched a developer portal to provide SIA partners with more information on the range of APIs available and how to get access to these APIs. Customers and trade partners can visit this portal here: <https://developer.singaporeair.com/>

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