

Dear Business Partners

Please be informed all KE bookings (NEW/CHANGE) must be done by displaying availability in accordance to the sequence in time and O & D of the actual itinerary.

Ticketing agents must be alert whenever handling sub-agent booking on marriage segment booking class code before ticketing.

Kindly share with your team to avoid a wrong booking issue in future. Thanks

1. Background

- Introducing stricter measure is a must to challenge the current O&D regulation disobedience cases
- In case of O&D booking regulation violating cases, such as "Married segments Control (MSC)" breach and Point of Commencement" (POC) manipulation, levying penalty on agents to prevent the potential loss of profit is inevitable

2. Revised Clauses

- Violation details regarding O&D booking regulations have added on 'Agent Malpractice Category'
 - So far, O&D related cases have been included in 'Misuse of GDS', but it's carved out to create a separate violation detail
- Newly-introduced sanctions against the violation of O&D booking regulations have added on 'Sanctions By Categories'
 - So far, 'Misuse of GDS' sanctions have been applied to O&D related cases, but separate measures were reflected as below

Ticketing	Reservation Cancellation (Effective from 01Sep2022)	
Before Ticketing	1st	KE Warning Email
	2nd	1 week suspension of booking and ticketing
	3rd	1 month suspension of booking and ticketing
	4th	Termination of contract
After Ticketing	1st	USD600 penalty issued by ADM with KE Warning Email
	2nd	USD600 penalty issued by ADM with 1 week suspension of booking and ticketing
	3rd	USD600 penalty issued by ADM with 1 month suspension of booking and ticketing
	4th	USD600 penalty issued by ADM with Termination of contract

Thank you !

Best regards
Korean Air Hong Kong Sales Office

International/Domestic Agent's Malpractice Handling Guidelines

1. Agent Malpractice Category

Category	Violation Detail	Etc.
Ticketing	<ul style="list-style-type: none"> • Improper use of Credit Card <ul style="list-style-type: none"> - Use of Travel Agent (including Sub-Agent) Business or Employee Credit/Debit Card - Use of Credit/Debit Card without card holder's approval - Deliberately make cash refunds on Credit/Debit Card purchase as well as overcharge on Credit / Debit Card • Implication on Fraud Ticket / Ticket Forgery / ITR Forgery, Fabrication or alteration of discount authorization document • Intentionally promote partial non-use of ticket / coupon use in reverse order 	
Reservation	<ul style="list-style-type: none"> • Use of Passenger's personal information without customer's approval • Imminent Group cancellation (*) • Input invalid ticket number to extend Ticket Time Limit • Reserve in higher booking class to secure seat in a flight • Applying individual discount rate to confirmed group seats (rate for the disabled, for persons of distinguished service to the state etc.) (**) • Misuse of GDS <ul style="list-style-type: none"> - Duplicate booking between GDS - Fake booking to receive incentive • Violation of O&D booking regulations <ul style="list-style-type: none"> 1) Married Segment Control (MSC) violation <ul style="list-style-type: none"> - Breaking apart married segment logic with malicious intention 	<p>(*) Imminent group cancellation standards on International/Domestic routes</p> <ul style="list-style-type: none"> - Cancel within D-1 month of departure for a group of more than 100 passengers Cancel within D-5 days of departure for a group of less than 100 passengers <p>(**) Dom Only</p>

	<ul style="list-style-type: none"> - Partial use of married segments 2) Manipulation of POC (Point of Commencement) / POS (Point of Sale) <ul style="list-style-type: none"> - Availability search with putting dummy segment, which is not for an actual use (POC) - Availability search with applying other office ID, which does not belong to the actual sales region (POS) 3) Other types of O&D violations <ul style="list-style-type: none"> • Misuse of Spell Change Guideline 	
Others	<ul style="list-style-type: none"> • Operation and service disturbance <ul style="list-style-type: none"> - Cause customer complaints and undermine KE's reputation, due to failure to comply with the guideline • Failure to provide essential service notifications <ul style="list-style-type: none"> - Ticket Restrictions - Flight Change Notice - Confirmation Notice to waitlisted passengers • Overdue remittance, Delay in renewing financial security (*) 	(*) Dom Only

2. Sanctions Policy on Agent Malpractice

- Relevant BSP / ARC agents hold full responsibility for the violation cases originating from Sub-AGTs
- Each RHQs shall maintain a violation record log
- If agent's reservation and other rules violations are found ill-intentioned, RHQ could levy sanctions on the agent, such as prohibiting reservations (Imposing or lifting a ban on certain agent's reservations must be notified in advance to 'SELCSL'/'SELCND')

2.1 Sanctions By Categories

Category	Violation Detail	Sanctions Policy
Ticketing	<ul style="list-style-type: none"> • Improper use of Credit Card 	KE Ticketing Authority Withdrawal

	<ul style="list-style-type: none"> • Implication on Fraud Ticket / Ticket Forgery / ITR Forgery, Fabrication or alteration of discount authorization document • Intentionally promote partial non-use of ticket / coupon use in reverse order 	KE Ticketing Authority Withdrawal
Reservation	<ul style="list-style-type: none"> • Use of Passenger's personal information without customer's Approval 	KE Ticketing Authority Withdrawal
	<ul style="list-style-type: none"> • Imminent Group cancellation • Input invalid ticket number to extend Ticket Time Limit • Reserve in higher booking class to secure seat in a flight • Applying individual discount rate to confirmed group seats (rate for the disabled, for persons of distinguished service to the state etc.) • Misuse of GDS • Misuse of Spell Change Guideline 	Managed in four phases 1st : Warning 2nd : Prohibit Reservation & Ticketing for 1 week 3rd : Prohibit Reservation & Ticketing for 1 month 4th : KE Ticketing authority Withdrawal
	<ul style="list-style-type: none"> • Violation of O&D booking regulations 	<ul style="list-style-type: none"> · Before ticketing 1st : Reservation cancellation, Warning 2nd : Reservation cancellation, One week suspension of reservation and sales 3rd : Reservation cancellation, One month suspension of reservation and sales 4th : Reservation cancellation, KE Ticketing authority withdrawal · After ticketing 1st : \$600 (Pax/O&D), Warning 2nd : \$600 (Pax/O&D), One week suspension of reservation and sales 3rd : \$600 (Pax/O&D), One month suspension of reservation and sales 4th : \$600 (Pax/O&D), KE Ticketing authority withdrawal
Others	<ul style="list-style-type: none"> • Operation and service disturbance • Failure to provide essential service notifications 	Managed in three phases 1st : Warning 2nd : Prohibit Reservation & Ticketing for 2 weeks 3rd : KE Ticketing authority Withdrawal
	<ul style="list-style-type: none"> • (DOM) Delay in renewing financial security 	KE Ticketing authority Withdrawal
	<ul style="list-style-type: none"> • (DOM) Overdue remittance (*) 	1st : Prohibit Reservation & Ticketing for 1 week 2nd : Prohibit Reservation & Ticketing for 1

		month 3rd : KE Ticketing authority Withdrawal
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(*) When remittance is delayed for a day, a branch manager(or regional HQ manager) can issue a warning to the agent instead of implementing the 1st sanction policy, considering the agent's intention to commit misconduct. (Limited to first-time violators [within the retention period of violation records](#))

2.2 Retention Period of Violation Records

Category	Violation Detail	Period that violations stay on record
Ticketing	<ul style="list-style-type: none"> Improper use of Credit Card 	First-time violators will face withdrawal of KE Ticketing authority
	<ul style="list-style-type: none"> Implication on Fraud Ticket / Ticket Forgery / ITR Forgery, Fabrication or alteration of discount authorization document Intentionally promote partial non-use of ticket / coupon use in reverse order 	
Reservation	<ul style="list-style-type: none"> Use of Passenger's personal information without customer's Approval 	24 months (since the first violation case)
	<ul style="list-style-type: none"> Imminent Group cancellation (*) Input invalid ticket number to extend Ticket Time Limit Reserve in higher booking class to secure seat in a flight Applying individual discount rate to confirmed group seats (rate for the disabled, for persons of distinguished service to the state etc.) (**) Misuse of GDS Misuse of Spell Change Guideline 	
Others	<ul style="list-style-type: none"> Operation and service disturbance Failure to provide essential service notifications 	First-time violators will face withdrawal of KE Ticketing authority
	<ul style="list-style-type: none"> (DOM) Delay in renewing financial security 	24 months (since the first violation case)
	<ul style="list-style-type: none"> (DOM) Overdue remittance 	24 months (since the first violation case)

[重要通知] 大韩航空对O&D违规操作的处罚规定

尊敬的各位代理人:

感谢大家对大韩航空的一贯支持!

由于部分代理人为了获取更低票价，违反O&D (Origin & Destination)操作规范，违规预约、出票的事件持续发生，9月起，大韩航空将对代理人此类违规行为加大处罚力度。在此提醒各位代理人注意，务必按照正常O&D操作进行查询、预定，避免不必要的处罚。

一. O&D操作基本规定

进行预约或变更预约时，须按照实际行程的时间顺序、按实际出发/到达地进行座位查询及预定

二. 违规类型

- 1) 恶意打破MSC (Marriage Segment Control) 联程绑定
- 2) 只使用MSC联程的部分航段
- 3) 不按照实际的行程始发地/目的地查询预定
- 4) 用与实际销售地不同的其他地区Office ID进行预约查询
- 5) 其他判定为O&D违规的行为

三. 对违规的处罚

- 出票前：

- 第1次：取消预定，警告
- 第2次：取消预定，禁止预约/销售1周
- 第3次：取消预定，禁止预约/销售1个月
- 第4次：取消预定，取消KE出票权限

- 已出票：

- 第1次：以ADM收取罚金USD600 (每名乘客、每段O&D违规)，警告
- 第2次：以ADM收取罚金USD600 (每名乘客、每段O&D违规)，禁止预约/销售1周
- 第3次：以ADM收取罚金USD600 (每名乘客、每段O&D违规)，禁止预约/销售1个月



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第4次：以ADM收取罚金USD600 (每名乘客、每段O&D违规)，取消KE出票权限

※ 对恶意违规行为，处罚可不按上述次序进行

四. 实行日：2022年9月1日

望各位代理人知悉！

大韩航空中国地区本部

2022年8月2日