



SAA's AUTOMATED CUSTOMER NOTIFICATIONS COMING YOUR WAY

Dear Valued Customer,

We are thrilled to share some exciting news that will undoubtedly enhance your travel experience with South African Airways. It gives me great pleasure to announce that we are now ready to take Automated Customer Schedule Change and Flight Status notifications live.

This represents a significant milestone for us and underscores our unwavering commitment to continuously improve customer experience. Your journey is at the heart of everything we do, and these automated notifications are designed to make your travels with us even more seamless and enjoyable.

The official launch is set for today, Monday, 11 December 2023. You can look forward to receiving these timely updates through email, WhatsApp, and SMS, ensuring you are always informed, no matter where your journey takes you.

What makes this introduction even more special is its perfect timing for the December travel rush. This innovative enhancement will assist you in various scenarios, including Scheduled Departure Time Change, Schedule Change Flight Cancellation, Special Customer Communication, Estimated Time of Departure (ETD) Change, Boarding Gate Information, Boarding Gate Change, Flight delays, aircraft changes, turnarounds, and schedule modifications.

With the ability to trigger notifications at speed and at scale, our goal is to keep you seamlessly connected and well-informed throughout your journey.

We are genuinely excited about this enhancement, and we thank you for your continued trust in South African Airways. As we roll out this significant product introduction, we look forward to serving you with an even higher level of convenience and reliability.

Safe travels, and we can't wait to welcome you on board soon!