



# TRAVEL CONNECT



# The Latest in Debit Memos

**PAIGE BLUNT**

Manager, Industry Relationships, ARC

# Best Practices

## So What's the Big Deal?

- DMWG was created in 2013 – tasked with identifying ways to streamline the debit memo process and ultimately reduce memo volume
- Best Practices were prioritized by DMWG in October 2016
- More than a year of focused meetings and collaboration to produce
- Covering all phases of the debit memo lifecycle
- Each category recommends responsibilities for each participant in the debit memo process including agency, airline and GDS

# Best Practices

## So What if the Best Practices Aren't Followed?

- Best practices are guidelines
- ARC will not be enforcing them
- We will be benchmarking to identify the impact they are having





# Four Key Areas of Focus

# Best Practices

- Debit Memo Communications and Training
- Auditing and ADM Issuance
- Debit Memo Research, Communication and Response
- Debit Memo Settlement



# Delta Air Lines

**HOPE HARPER**

Manager, Revenue Recovery, **Delta Air Lines**

# Best Practices

## Delta's Accomplishments

- Audit team partners with sales to communicate high-volume/value memos to agencies
- Audit team works with sales development to validate program intent and ensure content is clear and concise
- Auto-priced errors are researched internally before debit memos are issued to identify if a Delta or GDS filing error
- Delta's fare filing team has worked to ensure CAT 16 accurately reflects what is coded in CAT 31
- Third-party vendor audits and proposes potential errors to the Delta audit team to validate (98% accuracy rate)



# Best Practices

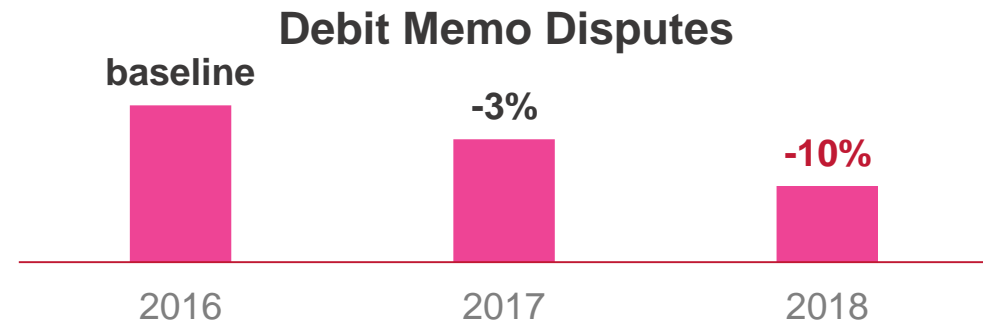
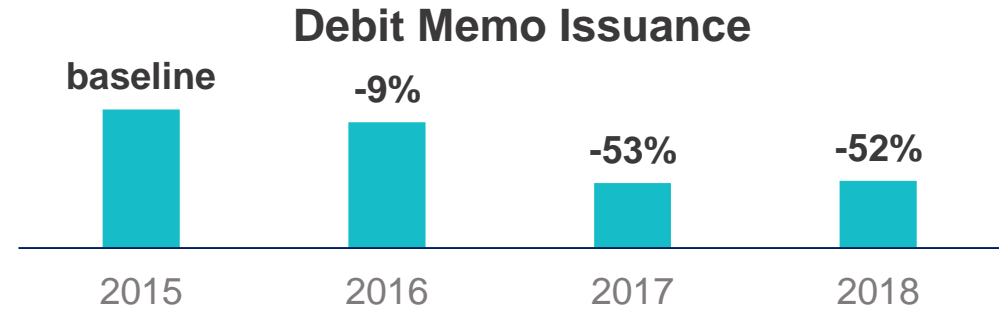
## Delta's Accomplishments

- Delta completed mapping of reason codes to ARC's standardized codes in 2017
- Chargeback pre-notification is done prior to ADM issuance for DS, AX, VI and MC to allow agents opportunity to provide evidence to support rejection of chargeback and avoid debit memos
- Delta responds to disputes within 8 business days
- Automation is in place to identify multiple disputes per memo and escalate for review and resolution
- ACMs are issued within 5 business days for duplicate payments

# Best Practices

## Results Delta Has Seen

- YOY decrease in number of disputes
- YOY decrease in number of debit memos
- More agencies providing valid explanation for debit memo disputes on first dispute



# Best Practices

## What would Delta like to see more of from the travel agency community?

- More travel agents utilizing pro.delta.com to review policies and procedures
- Appending required designators, program numbers and waiver codes to tickets
- Attaching complete support for disputes and do not copy/paste from support

## What would Delta like to see more of from the GDS providers?

When providing documentation and written explanations for disputes on auto-priced debit memos, Delta would like to see GDS providers communicate the explanations in layman's terms.



# Altour

**SHANNON KEEVER**

Debit Memo Analyst, Reconciler, **Altour**

# Best Practices

## Key Findings From the Agency Vantage Point

- Dedicated resources for the debit memo dispute and resolution process
  - Don't fall behind, or it will snowball
- Memo resolution staff with diverse travel agency background and knowledge
  - Reservations, ticketing, contracts, fare rules, GDS tools, etc.
- Training
  - Full review by the debit memo team prior to sending to the agents – valid or dispute?
  - Emails sent to agents provide more detailed explanation of why memo was issued – canned responses
  - Debit memos are used to train agents to help them change behavior

# Best Practices

## Key Findings From the Agency Vantage Point

- Use of third-party tools and support staff
  - Have commission info online and available to ticketing agents
  - Commissions – pre- and post-ticketing
  - GDS exchange and refund tools
  - Quality control tools
  - Centralized ticketing? Support staff for questions and clarifications?
- Keep a strict timeframe for review and response from internal agents
  - Proceed with payment if response not received

# Best Practices

## Key Items to Focus On

- Chargebacks
- Ticket Designators
  - Waivers
- Dispute Communication



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