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Ethiopian Enhances its Chat-bot for Domestic and International Services

Addis Ababa, 22 July 2021

Ethiopian Airlines Group, the Largest Aviation Group in Africa, is pleased to introduce an upgraded chat-bot for domestic and international flight uses. The Ethiopian chat-bot, dubbed “Lucy” is equipped with various self-service features that will enable passengers to easily process their travel needs.

Passengers can simply use their mobile to book, pay, check-in, check flight status, get information on free and excess baggage and Live Chat through the chat-bot. The chat-bot is available in both Amharic and English languages with Ethiopian calendar installed for Amharic language users.

Beyond the previous features that were limited only for domestic flight services, the new enhanced Ethiopian chat-bot is expanded with more features to provide services to both domestic and international flight users with multiple payment options. Among the new features included in the chat-bot is an option where passengers can send their feedback.

Regarding the upgraded chat bot, Ethiopian Director Integrated Marketing Communications, Mr. Mesfin Biru said, *“We are constantly working on ways to improve our accessibility to our customers. Our main goal is to secure simplicity and convenience in the services we provide. With the upgraded chat-bot, passengers will have additional option to process their travel globally at their convenience.”*

Easily accessible on telegram and messenger, the chat-bot is expected to have a vital role in simplifying travelers’ experience. “Lucy”, the Ethiopian chat bot is an additional online platform of the airline along with Ethiopian website and mobile app.



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Note to Editors:

About Ethiopian

Ethiopian Airlines (Ethiopian) is the fastest growing Airline in Africa. In its seventy-five years of operation, Ethiopian has become one of the continent's leading carriers, unrivalled in efficiency and operational success. Ethiopian commands the lion's share of the Pan-African passenger and cargo network operating the youngest and most modern fleet to 127 international passenger and cargo destinations across five continents. Ethiopian fleet includes ultra-modern and environmentally friendly aircraft such as Airbus A350, Boeing 787-8, Boeing 787-9, Boeing 777-300ER, Boeing 777-200LR, Boeing 777-200 Freighter, Bombardier Q-400 double cabin with an average fleet age of five years. In fact, Ethiopian is the first airline in Africa to own and operate these aircraft. Ethiopian is currently implementing a 15-year strategic plan called Vision 2025 that will see it become the leading aviation group in Africa with Seven business units: Ethiopian International Services; Ethiopian Cargo & Logistics Services; Ethiopian MRO Services; Ethiopian Aviation Academy; Ethiopian ADD Hub Ground Services, Ethiopian Airports Services and Ethiopian Express Services (Domestic). Ethiopian is a multi-award-winning airline registering an average growth of 25% in the past seven years.

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