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A NEW DIGITAL ASSISTANT FOR LUXAIR LUXEMBOURG AIRLINES

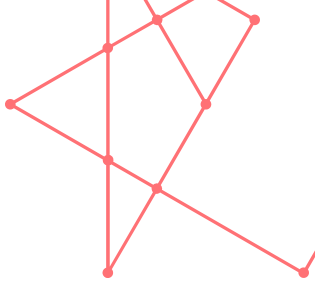
Luxair Luxembourg Airlines is delighted to announce the launch of a major innovation in customer support and guidance: Bobby, the airline's first digital assistant on Facebook Messenger. Bobby has been created by our web agency Concept Factory, expert in the innovative digital technologies, to provide convenient, efficient and real-time dialogue with customers via our main social media channel.

Bobby is able to engage with customers in order to answer frequently asked questions related to product policy or customer support. Available 24/7, he reflects the airline's continuous efforts to create engaging communication channels that efficiently help to guide and support its customers. Please note that our digital assistant has a unique and charming personality, teasing but respectful. And although Bobby might not yet know how to answer all questions, he will promptly redirect to an expert contact ready to provide help. For the moment, subjects he discusses with customers mainly focus on parking and insurance, check-in and baggage related topics. The digital service will be progressively extended and completed by further exciting dialogue scenarios, the chatbot will also be able to answer more questions.

Luxair Luxembourg Airlines, first Luxembourgish Company to launch a digital chatbot Luxair Luxembourg Airlines is actively engaged in a process of digital transformation, strongly focusing on improving the customer experience offered to their passengers throughout their journey and along all touch points. Constant availability, efficient communication and customer satisfaction are key targets for digital strategies.

For its launching, Bobby invited customers to get in touch with him via Messenger by sending the password "HolaBarcelona" and to try to win a trip to Barcelona. This launching game was a true success, not less than 1145 people interacted with Bobby on the first post. On average, Facebook posts relied to our chatbot
reached 6200 persons and since May 14th more than 3100 persons already talked with him.

www.luxairgroup.lu



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