

## AIR INDIA'S VIRTUAL TRAVEL ASSISTANT IS NOW ON WHATSAPP TO ASSIST GUESTS

**Gurugram, 08 January 2024:** Air India, India's leading global airline, has now extended access to its Generative AI-powered virtual travel assistant, AI.g, on WhatsApp.

The multilingual chatbot's seamless accessibility on WhatsApp opens up a new guest support channel for Air India, helping travellers to ask questions across a wide spectrum of over 1300 travel-related topics and access a host of features. Through a simple WhatsApp chat, Air India guests will now be able to easily check real-time flight status and baggage information, download boarding pass or get a copy of their e-tickets, select seats, check the status of customer support requests generated online, and ask many other common questions, without having to call the airline's customer contact centre.

Catering to a growing base of Air India's customers around the world, AI.g speaks four languages: Hindi, English, French, and German. Guests can chat with AI.g using the WhatsApp number +91 96670 34444.

"At Air India, we're constantly innovating to make every touchpoint in the travel journey seamless and delightful for our guests," says **Rajesh Dogra, Chief Customer Experience Officer, Air India**. "Bringing AI.g to WhatsApp is a testament to that commitment. The accessibility and immediacy of WhatsApp align perfectly with our vision for customer service – we want to be where our guests are, providing them with instant, relevant information and assistance at their fingertips, 24/7."

The use of Generative AI technology helps AI.g to understand what travellers ask and answer in a normal, friendly way. AI.g can learn from questions it can't immediately answer, which helps it to become more efficient and effective over time. This means you get your answers faster in an automated fashion for things like booking, baggage allowance or changing your flights. This frees up the Air India team to help with complex and value-adding interactions.

### About Air India:

Founded by the legendary JRD Tata, Air India pioneered India's aviation sector. Since its first flight on October 15, 1932, Air India has built an extensive domestic network with non-stop flights to cities around the world, across the USA, Canada, UK, Europe, Far-East, South-East Asia, Australia, and the Gulf. After 69 years as a government-owned enterprise, Air India and Air India Express were welcomed back into the Tata group in January 2022.

Air India is navigating through a major five-year transformation roadmap under the aegis of *Vihaan.AI*, with an ambition to become a world class airline with an Indian heart. The first phase of this transformation, the taxi phase was recently concluded, and focused on fixing the basics. These included bringing back to service many long grounded aircraft, addition of talent across flying and ground functions, rapid upgradation of technology and strengthening of customer care initiatives amongst others. A member of Star Alliance, the largest global airline consortium of leading international airlines, Air India offers seamless connectivity and facilities to passengers all over the world.

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