

For Immediate Release

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NEWS RELEASE

## **SCOOT IS FIRST AIRLINE IN ASIA TO LAUNCH TRANSACTIONAL CHATBOT**

- ✓  **Scoot's chatbot can search for flights, make flight bookings and allow payment by credit card.**
- ✓  **Soft launch of FAQ chatbot on 2 July 2018 successfully resolved 37.5% of queries received on Facebook.**
- ✓  **Launch of transactional chatbot is a key milestone in Scoot's vision of improving the customer experience through a mobile-first approach.**

*Singapore* – Scoot today launched a transactional chatbot, named M.A.R.V.I.E. (Scoot's Most Awesome and Resourceful Virtual Intern Ever), on Scoot's Singapore Facebook page via Facebook Messenger. Coinciding with the one-year anniversary of the merger of Tigerair into Scoot, M.A.R.V.I.E. is the first chatbot by an airline in Asia to allow transactions, in addition to responding to customer queries.

A key milestone in Scoot's vision of creating a mobile-first customer experience, M.A.R.V.I.E. was soft-launched on 2 July 2018 to handle queries from customers. From today, in addition to handling queries in English, M.A.R.V.I.E. is able to assist customers to search for flights, display the same fares and availability as reflected on Scoot's website and mobile app, make flight bookings, and allow payment by credit card – essentially a full transaction flow.

Since it was soft-launched on 2 July 2018, M.A.R.V.I.E. has serviced on average 50 unique users a day, and successfully resolved 37.5% of the queries that come through Facebook. This resolution rate is expected to rise as M.A.R.V.I.E. is in constant learning mode and its capabilities will improve over time as more customers interact with it. The most commonly asked queries to date pertain to baggage, the Scoot Insider programme, KrisFlyer integration, as well as flight search and booking, proving that there is indeed demand for transactional capability via chatbot.

“One year on from merging Tigerair into Scoot, Scoot has grown significantly and our network now spans 66 destinations across 18 countries/territories. In the meantime, we have also invested heavily in several initiatives to improve our digital capabilities and the customer experience. M.A.R.V.I.E. is one of the first of Scoot’s efforts towards this goal; instead of having our customers come to us, we are committed to meeting them where they are, when it’s convenient for them. As the first airline in Asia to enable flight bookings and payment via our chatbot, we aim to make it simpler and more convenient for customers to realise their travel plans with Scoot, through a mobile-first approach beyond just the website and mobile app,” said Scoot’s Chief Commercial Officer, Mr Vinod Kannan.

M.A.R.V.I.E. was developed with the expertise of Caravelo, a technology company specialised in solutions for the airline industry. “We are super proud of M.A.R.V.I.E. and of our long-standing partnership with Scoot. For the last two years, we’ve been pioneering conversational commerce in the airline industry and Scoot’s goals of meeting customers where they are and making travel planning simpler resonate with our view of digital servicing and retail. It’s great that Scoot and M.A.R.V.I.E are setting the standard in Asia,” said Caravelo’s Chief Commercial Officer, Mr Jonathan Newman.

In the future, M.A.R.V.I.E. will be able to accept promo codes, assist customers to manage and make changes to their bookings, purchase ancillary products such as preferred seats and travel insurance, make interline bookings involving flights by partner airlines, and accept more payment modes. There are also plans to make M.A.R.V.I.E. available in more languages and on more platforms, including Scoot’s website.

From now till 12 August, Scoot challenges one and all to chat up M.A.R.V.I.E. on Facebook with your flight requests or any burning questions you have always had about flying with Scoot, to train him to learn and become better over time! The top three ‘trainers’ with interactions that help improve M.A.R.V.I.E.’s performance the most

stand to win a free flight to any Scoot destination! Three lucky 'trainers' who hit a milestone interaction mark will also stand to win \$100 Scoot travel vouchers.

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### **About Scoot**

Scoot is the low-cost arm of the Singapore Airlines Group. Scoot took to the skies in June 2012 and merged with Tigerair Singapore in July 2017, retaining the Scoot brand and positioning it well for a new chapter of growth. Scoot has carried over fifty million guests and now operates a fleet of 17 state of the art, widebody Boeing 787 Dreamliners and 23 young and modern Airbus A320 family aircraft, with three more Boeing 787 Dreamliners and 39 Airbus A320neo aircraft on order. Scoot's network presently encompasses 66 destinations across 18 countries and territories. Scoot provides – in addition to fantastic value airfares – a safe, reliable and contemporary travel experience with a unique attitude – Scootitude. Offering amenities including on-board Wi-Fi Internet connectivity and in-seat power on selected flights as well as the ability to redeem and accrue Singapore Airlines KrisFlyer miles, Scoot was voted 2015, 2016, 2017 and 2018 Best Low Cost Airline (Asia/Pacific) by AirlineRatings.com and ranked in the Top 10 of the World's Best Low-Cost Airlines in 2018 by Skytrax. Scoot is passionate about making travel attainable for all and enabling people to embrace the full potential of what we term Wandermust - the innate need that humans have to travel and seek new experiences. Book your tickets at FlyScoot.com or contact our Call Centre. Find out more on FlyScoot.com, Facebook.com/FlyScoot, Instagram.com/FlyScoot, and Twitter.com/flyscoot.

### **Media Contact**

Email: [mediarelations@flyscoot.com](mailto:mediarelations@flyscoot.com)

Mobile: +65 9729 8802

### **About Caravelo**

Caravelo's platforms enable revenue optimization and distribution enhancement within the airline industry. Caravelo are based in Barcelona and partner with 16 airlines around the world.

### **Media Contact**

Email: [press@caravelo.com](mailto:press@caravelo.com)

Mobile: +34 609 282 763