



## PRESS RELEASE

### **Attica Group introduces the 1<sup>st</sup> AI ChatBot in the Greek Passenger Shipping Industry for its Seasmiles loyalty programme**

Attica Group is dynamically following the global trend for digital transformation and is constantly investing in new technologies for the benefit of its customers. With the aim to enhance the service experience of the Seasmiles web site visitors, Attica Group introduces an innovative and automated communication solution. The service is pioneering for the Greek passenger shipping industry, available 24 hours a day, 7 days a week and 365 days a year offering simultaneous interaction for thousands of customers at the moment they need it.

The use of the ChatBot application on the Seasmiles website is based on Natural Language Processing, which is based on Artificial Intelligence allowing for interaction between a computer and a human being.

The ChatBot identifies the user's question and delivers an answer, starting the navigation by a preselected menu. The digital assistant offers information on why or how to sign up and describes what membership privileges are to be expected. In a quick and easy way, the user can discover any kind of information about the Seasmiles rewards programme, having a simple chat with the ChatBot.

Moreover, ChatBot interaction includes specific responses to various topics for registered members, such as, what to do to validate the profile, how to find out the points balance, how a member redeems points for a ticket as well as how to access the digital card and more.

Launched in July 2020 in collaboration with the innovative Greek startup company SmartRep, ChatBot aligns with Attica Group's corporate responsibility initiatives in supporting local suppliers. Until today, Attica Group's Seasmiles ChatBot has answered more than 53,000 questions for more than 18,000 users. The knowledge base is constantly expanding and will be soon integrating new information. At the same time, an English version to service the foreign language users is on its way.

The Seasmiles Loyalty Scheme is available to passengers travelling by Superfast Ferries, Blue Star Ferries and Hellenic Seaways to and from the Cyclades, the Dodecanese, the North-East Aegean, the Saronic Gulf, the Sporades islands and Crete, as well as on routes between Greece and Italy. It is especially designed to give its members exclusive benefits, gifts, special offers and high-quality services.

Attica Group is engaged in passenger shipping through SUPERFAST FERRIES, BLUE STAR FERRIES, HELLENIC SEAWAYS and AFRICA MOROCCO LINK, operating 32 vessels providing modern, high quality transportation services in Greece and abroad. Attica's vessels serve 60 unique destinations in 4 countries, connecting 71 ports and carrying over 7 million passengers, 1 million passenger vehicles and 400,000 trucks every year.

Kallithea, 8 October 2020

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