



## Gal: The Inbenta Chatbot that retains 90% of online customers



Around 2.5 million travelers use the GOL website to find answers to their questions every month.

### Why did GOL want to work with Inbenta?

The airline initially used conventional channels (in person, e-mail and telephone) to deal with thousands of customers at the same time. Each of them had their own particular request, ranging from assistance with checking-in to purchasing tickets or finding out about luggage restrictions. To reduce costs and increased levels of customer satisfaction, GOL decided it was time to think outside the box.

GOL turned to Inbenta to revolutionize its service and resolve customer queries before they became problems. When analyzing the situation, Inbenta recognized that the treatment of support requests on the various channels was putting a significant pressure on staff and resources.

### How did Inbenta help?

To address these concerns, Inbenta created a customer service chatbot called Gal on its website. Gal uses the Inbenta Artificial Intelligence platform to offer support 24/7. Inbenta's easily installed software, leveraged by its patented natural language processing technology, gives customers the exact answers they want almost immediately.

Along with the integration of other systems such as "flight status" which gives you the latest updates on your flights, GOL now has a self-service rate of up to 90% for its customers with increasing levels of satisfaction. This will only improve as Inbenta's back office resource system actively assesses chats to adapt the content and further increase accuracy.

"We have been working with Inbenta for just over a year and have already achieved many improvements! Gal achieved retention goals of over 90% for example.

In addition to the deployment of new services, such as "flight status" and the cross selling banner (offering Seat + Comfort), we can also access the web reports to monitor the bot and even update content online. The company's excellent team of professionals (linguists, PMOs and web designers) are engaged and committed to getting results.

We are sure that this partnership will be long lasting and very successful. This is a red blooded company."

Renata Corrêa Dias Ferreira - Quality Manager DRC

### GOL Intelligent Airlines

**GOL is the most truly innovative airline in Brazil. Their new business model has revolutionized the domestic aviation market and democratized access to air travel. It commenced operations in 2001 and today is one of the fastest growing airlines in the world and the largest aviation carrier in Brazil, with around 900 flights per day.**

| Over 90% retention

| 1/3 of GOL visits managed by GAL.

| Increased customer satisfaction with online service

# Inbenta is a global leader in Artificial Intelligence

Our patented Natural Language processor provides highly accurate search results in the areas of Customer Services, E-commerce and chatbots.

With over 11 years of experience in R+D, Inbenta technology understands the meaning behind user queries, going beyond the concept of keywords.

Inbenta's solutions make it easier for customers to navigate your site and find what they are looking for quickly. As a result, we are market leaders and supply over 90% of the self-service sector.

**"Inbenta provided Lojas Renner (one of the largest clothing/department stores in Brazil) with evolved online customer service. We have been working in partnership for over 7 years now and Inbenta has made great improvements in our customer service, with significant cost reductions in key areas. Currently, for example, over 30% of emails are managed by the Rapid Response Instant Answer tool"**

**Luciane Franciscone**

Corporate Marketing General Manager



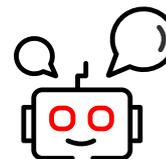
## CORPORATE SEARCH

Inbenta Natural Language Processing easily interprets what your customers want - searches without results are a thing of the past!



## E-COMMERCE SEARCH

Even when they write with errors or in slang, buyers searching a product or service will be increasingly satisfied, thus increasing conversion and 'Add to cart' rates.



## THE INBENTABOT

Including Inbenta Natural Language Processing and gap analysis, The Inbenta Chatbot is a conversational solution with AI to manage client queries, transactions, password reminders and much more, 24/7!



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