



Case Study



# What matters to Azul Linhas Aéreas is accelerating customer service with AI-powered chatbot

Do what matters

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By using **artificial intelligence**, natural language and a scalable framework, the Céu chatbot – which serves approximately 200,000 Azul Linhas Aéreas customers each month – has virtually eliminated the wait for human customer service attendants and accelerated the customer experience.

### Business situation

Leading Brazilian airline Azul Linhas Aéreas (Azul) continuously seeks innovative ways to enhance its call center services. Prior to launching the chatbot, service was delivered through an online chat, which generated a large queue and long wait times to connect with an attendant. Also, due to a large volume of inquiries, there was limited standardization, creating numerous complaints and customer dissatisfaction. The airline's search for a solution included a hypothesis that productivity could be improved using asynchronous service channels – something that would be tested during the project.

### Solution

Using accelerators based on artificial intelligence, Azul partnered with Avanade to create Céu, a chatbot that allows for agile, natural interactions with customers. The solution features a human-like conversational tone, coupled with the ability to consult, analyze and compare data to offer answers. With this, Céu brings more assertiveness to clients, increasing satisfaction.

The chatbot can answer the most frequently asked questions and perform the most usual self-services, such as checking in, making flight changes and viewing flight status. It can also access logged services, such as a view of mileage points. Working together with Azul's customer service team, Céu is also able to transfer more complex topics to a human attendant for assistance to continue the interaction.

Technologically, the environment brings together several platforms, which enables integrated and accurate communication. By using the **BoT Framework with LUIS AI** and a **cloud solution**, the platform enables flexibility for content governance, with a friendly and easily scalable interface for high demand periods.

**Company Name:** Azul Linhas Aéreas

**Country:** Brazil

**Company Size:** 12,000+

**Industry:** Air, Freight and Leisure Travel

**Solution:** Chatbot, Microsoft AI

### Results

Nearly 200,000 customers per month currently use Céu, which is available 24 hours a day, seven days a week across several channels, including the Azul app, the airline's website and through WhatsApp. Results include:

- Greater customized service, which has increased satisfaction and boosted the airline's retention rate to 67% – much higher than the previous solution.
- Increased revenue generation now that customers are using the integrated Pix payment form to pay for travel insurance, seat selection and luggage fees.
- Accelerated operational efficiency, which facilitates greater response agility – particularly since Azul's attendants can serve multiple customers from the same interface.
- Reduced number of attendants needed in the first layer of service. This allows for greater efficiency and optimization for employees who respond to customer inquiries.

Today, Céu is Azul's preferred and suggested service channel. It's also reduced the wait times for human services to nearly zero.

**"Azul's Chatbot project began as a pilot, in which we tested service, tone of voice and the ability to bring the best to our customers. Today, in partnership with Avanade, we are able to add platforms and serve in a standardized and natural way more than 200,000 users per month, with a retention of 67%. This allows us to further invest in the quality of our services and leverage the satisfaction of Azul's customers."**

**– Felipe Starling**  
CIO, Azul Linhas Aéreas



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