

Beat: Technology

## ICELANDAIR Offers Flight Bookings Through Facebook Messenger

### Transatlantic flight Facebook Messenger

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**USPA NEWS** - On August 4, 2016, Icelandair announced they will offer passengers the option of booking their next transatlantic flight through Facebook Messenger. The Facebook Messenger Stopover Bot is the newest example of the rising trend in Conversational Commerce....

On August 4, 2016, Icelandair announced they will offer passengers the option of booking their next transatlantic flight through Facebook Messenger. The Facebook Messenger Stopover Bot is the newest example of the rising trend in Conversational Commerce. Available 24/7, the new bot makes it easier than ever to book an Icelandair Stopover by bringing the point of sale directly to the customer, allowing passengers to book flights directly from Facebook Messenger.

The Stopover Bot is also an efficient customer service tool that can, together with booking and search functionality, answer commonly asked questions with quick, content rich answers combining text, photos and even video. Developed with research that shows the popularity of messaging apps and consumer insight surpassing that of social media, Icelandair worked with Travelaer in developing this first phase - the ability to book outside their website booking engine. The project's second phase, additional functionality for enhancing the user experience, is currently in development.

Source : Icelandair

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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#### Editorial program service of General News Agency:

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

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