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SPRK: Lufthansa Group introduces Paula, the new LHG SPRK Chat Assistant

The Lufthansa Group proudly announces the launch of its LHG SPRK Chat Assistant, an innovative tool designed to enhance your booking experience. This Al-powered SPRK Chat Assistant is built to simplify the booking journey by providing 24/7 support, while our servicing helpline remains available for further assistance.

Key benefits of Paula, the new LHG SPRK Chat Assistant:

- 24/7 SPRK NDC self-servicing support
- Instant and fully Al-based answers to customer inquiries
- More intuitive assistance for a smoother booking experience
- Instructional guidance directly sourced from the SPRK manual

The launch of the new LHG SPRK Chat Assistant aligns with Lufthansa Group's broader mission of digital transformation and is now accessible on the SPRK Platform. The tool will continue to be enhanced with additional features and capabilities driven by customer feedback and emerging technologies.

Are you an active SPRK System user with a question about how it works? Ask Paula, the Lufthansa SPRK Chat Assistant - she's here to help you with instructional guidance based on the SPRK Manual

LHG SPRK Chat Assistant: <u>Lufthansa SPRK Chat Assistant</u>

SPRK Manual: SPRK_User_Guide_EN_V10.5_29.11.pdf

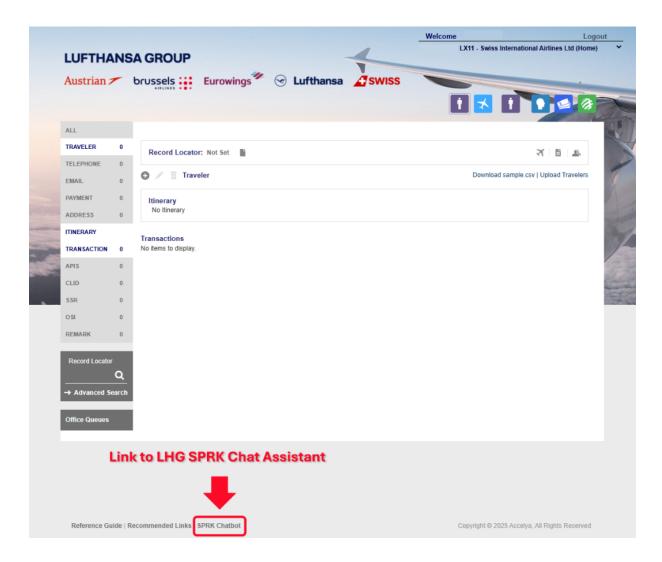
SPRK Platform: <u>Lufthansa Group - 10.9.0.0ed96510</u>

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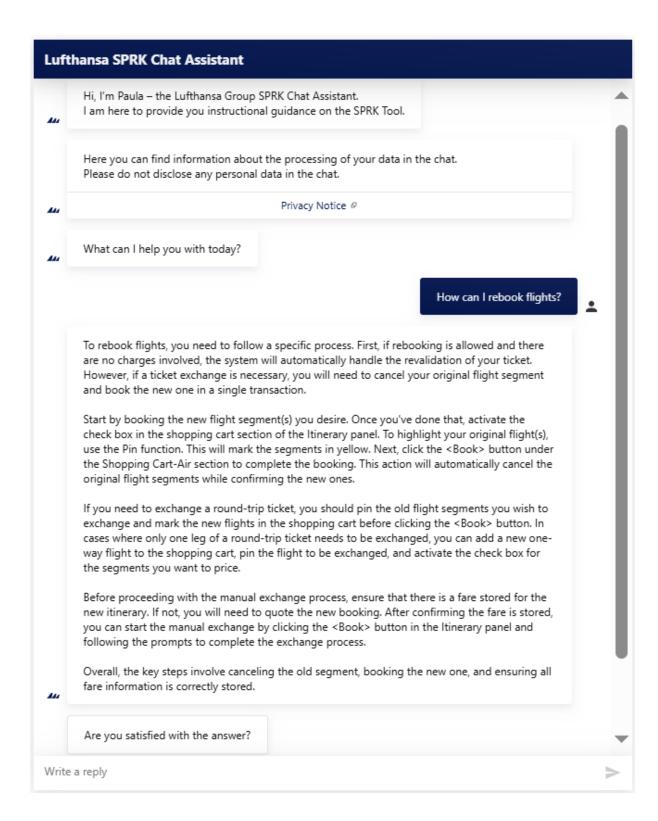
Find below a screenshot of the SPRK tool illustrating where to find the chatbot link, and an example chatbot conversation.



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