



4 star Airline



Best Airline in Africa
for 3 years in a Row

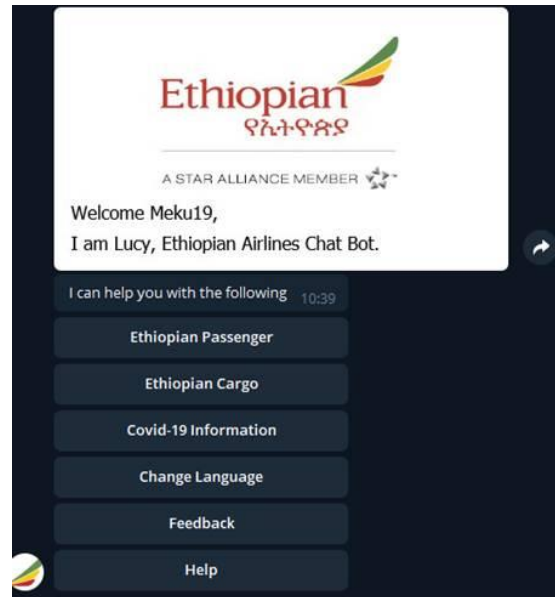
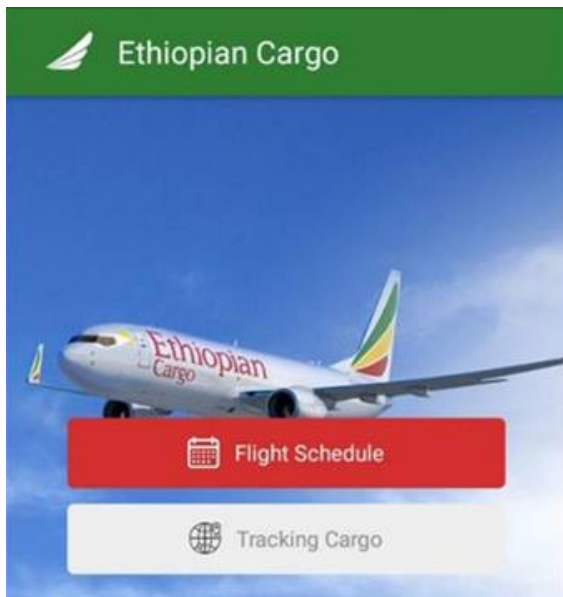


Best Business and Economy Class in Africa
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Ethiopian Brings Convenience to Cargo Customers through Digitized Service

Addis Ababa, 04 May, 2020

Ethiopian Airlines, the Largest Aviation Group in Africa and SKYTRAX Certified Four Star Global Airline, introduced a mobile app and chatbot-assisted shipment tracking service to elevate cargo customers' experience.



The mobile app, which is now available for both Android and iOS, will bring convenience to Ethiopian Cargo & Logistics Services customers through a range of self-service features including checking flight schedule, cargo tracking and charter requests at the swipe of a finger, while the Ethiopian Chatbot enables customers to access up-to-date information and track their shipment on Messenger and Telegram.



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“As a customer-centric airline, we always seek ways to better serve our customers and bring more digital options to their fingertips,” says Miretab Teklaye, Director Group Integrated Marketing Communications at Ethiopian. “The newly unveiled cargo mobile app and chatbot-assisted cargo tracking service will bring convenience for our customers allowing them to access real-time updates about their shipments and to process their charter requests. As the number of mobile apps and messaging platforms users grows globally, we will leverage our in-house digital capabilities to further elevate customers’ experience by taking our digital service to the platforms of their choice.”

Users can download Ethiopian cargo mobile app from Play Store and App Store using the links:

<https://bit.ly/2VJInrh>

<https://apple.co/3c1dg13>

Telegram users can access Ethiopian Chatbot using @ethiopian_chat_bot while Facebook/Messenger users can access it at <https://www.facebook.com/etchatbot/>.

Note to Editors:

About Ethiopian

Ethiopian Airlines (Ethiopian) is the fastest growing Airline in Africa. In its seventy plus years of operation, Ethiopian has become one of the continent’s leading carriers, unrivalled in efficiency and operational success. Ethiopian commands the lion’s share of the Pan-African passenger and cargo network operating the youngest and most modern fleet to 127 international passenger and cargo destinations across five continents. Ethiopian fleet includes ultra-modern and environmentally friendly aircraft such as Airbus A350, Boeing 787-8, Boeing 787-9, Boeing 777- 300ER, Boeing 777-200LR, Boeing 777-200 Freighter, Bombardier Q-400 double cabin with an average fleet age of five years. In fact, Ethiopian is the first airline in Africa to own and operate these aircraft.

Ethiopian is currently implementing a 15-year strategic plan called Vision 2025 that will see it become the leading aviation group in Africa with Seven Strategic Business Units: Ethiopian International Services; Ethiopian Cargo & Logistics Services; Ethiopian MRO Services; Ethiopian Aviation Academy; Ethiopian Ground Services, Ethiopian Express Services and Ethiopian Airports. Ethiopian is a multi-award winning airline registering an average growth of 25% in the past eight years.

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