

**PRESS RELEASE**

**Trans-Asia Shipping Lines makes booking easier with TASHA chatbot**



28 November 2022 - Trans-Asia Shipping Lines, Inc. (TASLI), a subsidiary of Chelsea Logistics and Infrastructure Holdings Corp., has launched its Facebook Messenger chatbot, 'TASHA', which stands for TASLI Happy Assistant. TASHA was designed to happily engage passengers in a real-time booking experience and it can be accessed thru this link: [bit.ly/TalkToTASHA](https://bit.ly/TalkToTASHA).

With TASHA, passengers can easily check trip schedules and recent news and promotions of TASLI, get information on tourist attractions in TASLI's areas of operations, and access Frequently Asked Questions about passage and cargoes. With just one tap, passengers can instantly book and pay for a trip through GCash or credit card.

Chelsea Logistics President & CEO Chryss Damuy said: "With the passengers' busy schedule and evolving needs, they are always looking for faster and secure ways to book their travels. The Chelsea Group is pleased to deliver automated customer support, informative content, and interactive experience through the TASHA Chatbot. This is part of our continuous efforts to improve our customer service by making sea travel accessible and stress-free."

TASLI General Manager Sheila Sy said: "We usually receive an average of 100 queries daily across our communication channels, including email, FB messenger, hotlines, and SMS, and these were previously handled manually. Now that we have TASHA, we are happy for our passengers and also for customer service representatives. TASHA Chatbot is an efficient AI that eliminates human errors and provides seamless booking experience for our passengers. For our customer service team, the TASHA Chatbot gives them more time to focus on more strategic tasks like developing more client-centric programs onboard."



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Chelsea Logistics Technology Department Head Efren Bernardino stressed the Group's strategy to be present where customers spend most of their time doing their daily tasks. "Based on Facebook's global advertising audience reach numbers published in July 2022, the Philippines has at least 56.5 million active Facebook Messenger users. Investing in the latest technology is worth it as we reach our customers through FB Messenger, one of the world's top social platforms," said Mr. Bernardino.

TASHA chatbot was developed in collaboration with AIAH, a marketplace that brings together companies needing AI and developers building AI. Following TASLI's Chatbot TASHA, Chelsea Logistics' two other shipping lines, Starlite Ferries and SuperCat are targeting to deploy their own chatbots namely, 'Stella' and 'Cath', before the year ends.

### **ABOUT CHELSEA LOGISTICS**

Chelsea Logistics and Infrastructure Holdings Corp. is the publicly-listed shipping and logistics arm of the Udena Corporation. It is a corporation organized and registered with the Philippine Securities and Exchange Commission (SEC) on 26 August 2016 primarily to act as a holding company. Through its wholly-owned subsidiaries, Chelsea Logistics is engaged in the shipping transport and logistics business with key segments divided into: (i) Charter, (ii) Passage, (iii) Freight, (iv) Tugboat services, and (v) Logistics services. To learn more about the Chelsea Group, visit <https://www.chelsealogistics.ph/>

### **ABOUT AIAH**

Aiah is the first AI-focused API marketplace in Southeast Asia. Since its inception in 2013, Aiah has helped organizations from small real estate agencies to global consumer goods behemoths engage with over 2 million of their customers, automate over 100 million transactions, and facilitate over USD 10 million in sales. To learn how Aiah can help you add AI to your apps without building your own, visit <https://www.aiah.ai>.