



CTT strengthens its digital offering and launches express delivery through the virtual assistant 'Helena'

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CTT – Correios de Portugal has taken another step in improving its digital experience with the launch of Express Shipments through Helena, its virtual assistant, developed with generative artificial intelligence. This new feature allows customers to make Express shipments in a simple, guided and fully digital way, through a conversational interaction available both on WhatsApp and on the CTT website.

“This new feature reinforces CTT's commitment to innovation and to providing increasingly complete and integrated digital solutions. We know that our customers' time is increasingly valuable, and this is another step on a path we are continuously building, where technology and artificial intelligence allow us to bring the interaction with CTT closer to the needs of an increasingly tech-savvy and demanding consumer,” highlights CTT's Executive Director, João Sousa.

Launched in November 2023, Helena pioneered the Portuguese market as a virtual assistant based on generative artificial intelligence. Since then, it has been playing an increasingly important role in the digital relationship with customers. Currently, it already responds to around 40% of contacts, with a resolution rate exceeding 60% and satisfaction levels higher than any other channel.

These results show that Helena has established itself as an effective customer support channel and, now, also a sales channel. Available 24 hours a day, every day of the year, it has unlimited response capacity and reached a peak of 8,600 requests resolved in a single day during the last peak season – a number that is expected to grow as it establishes itself as CTT's main digital self-service channel.

Until now, CTT's digital assistant allowed users to clarify doubts about services and track shipments and orders. With this new feature, it will also enable Express shipments, accompanying the customer throughout the entire process. The experience was designed to be simple and intuitive, with step-by-step guidance from choosing the service to defining the origin, destination, shipment characteristics, and payment, reducing friction along the way.



Given this step, CTT will continue to gradually expand Helena's capabilities, reinforcing its central role in the digital self-service

experience and in how customers interact with its services.

Source: [CTT Portugal Post](#)