Butterfli's Mari Now Books Access for All Rides by Phone in Los Angeles County

Mari Voice enables riders to book accessible transportation through a natural phone conversation while preserving the option of personal assistance

LOS ANGELES, CA, UNITED STATES, October 1, 2026 /EINPresswire.com/ -- Butterfli Technologies, Inc., a Los Angeles-based accessible mobility company, today announced the launch of Mari Voice, enabling riders to book Los Angeles County Access for All rides by speaking directly with Butterfli's proprietary artificial intelligence agent.

Riders calling Butterfli's Access for All Los Angeles County line at 855-301-1624 can press 1 to speak with Mari and arrange their ride through a natural conversation rather than navigating a traditional automated phone menu. Callers who prefer personal assistance can remain on the line to speak with a member of the Butterfli team.

The hold message clearly identifies Mari as an AI assistant before callers choose to speak with her, allowing each rider to decide which booking experience is right for them.

"True progress for people with disabilities means creating greater independence, more choices and fewer barriers in everyday life," said Delilah Lanoix, CEO and Co-Founder of Butterfli Technologies. "Mari Voice reflects our commitment to using technology in thoughtful and practical ways that move the disability community forward. Riders now have another way to arrange the transportation they need—without taking away the human assistance that remains so important to many of the people we serve."

The launch marks the next phase in Mari's development. Introduced on www.gobutterfli.com on July 28, Mari has been available around the clock to answer questions about Butterfli's

transportation services, service areas, Access for All promotional codes and eligibility for specific transportation programs available through Butterfli.

Mari's website chat currently supports 12 languages, including Spanish, Italian and French, and offers speech-to-text functionality so visitors can speak their questions instead of typing them. Mari Voice currently communicates in English, with Spanish-language support in development.

Unlike a traditional scripted chatbot or automated telephone menu, Mari was developed as an AI agent capable of understanding natural conversation and progressing from providing information to taking action on behalf of riders. With the launch of Mari Voice, riders can now complete Access for All bookings over the telephone through a conversational experience.

Website ride booking through Mari remains in development and will be announced when it becomes available.

Butterfli introduced Mari to the Los Angeles City Commission on Disability in July as part of the company's continuing work to ensure that emerging technologies are developed with the needs, preferences and experiences of people with disabilities in mind.

Mari Voice is currently available for ride bookings through Butterfli's Los Angeles County Access for All line only. The Access for All program helps expand the availability of on-demand wheelchair-accessible transportation within Los Angeles County.

About Butterfli Technologies, Inc.
Butterfli Technologies, Inc. is a Los Angeles-based mobility technology company transforming the landscape of accessible transportation through innovation, compassion and connectivity. Powered by its proprietary SaaS platform, Butterfli delivers both on-demand and scheduled transportation solutions, including wheelchair-accessible vehicle services, by seamlessly connecting riders with a network of transportation providers. The company serves municipalities, healthcare organizations, nonprofits and individuals seeking dependable and accessible mobility solutions.
Butterfli was named one of Pepperdine Graziadio Business School's 2025 Most Fundable Companies, and CEO and Co-Founder Delilah Lanoix was honored as Innovator of the Year at the Los Angeles Business Journal's 2026 Women's Leadership Awards. For more information, visit www.gobutterfli.com.

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