

As gambling brands enter new markets and grow existing ones, it gets harder and more expensive to deliver the kind of CX that modern players crave.

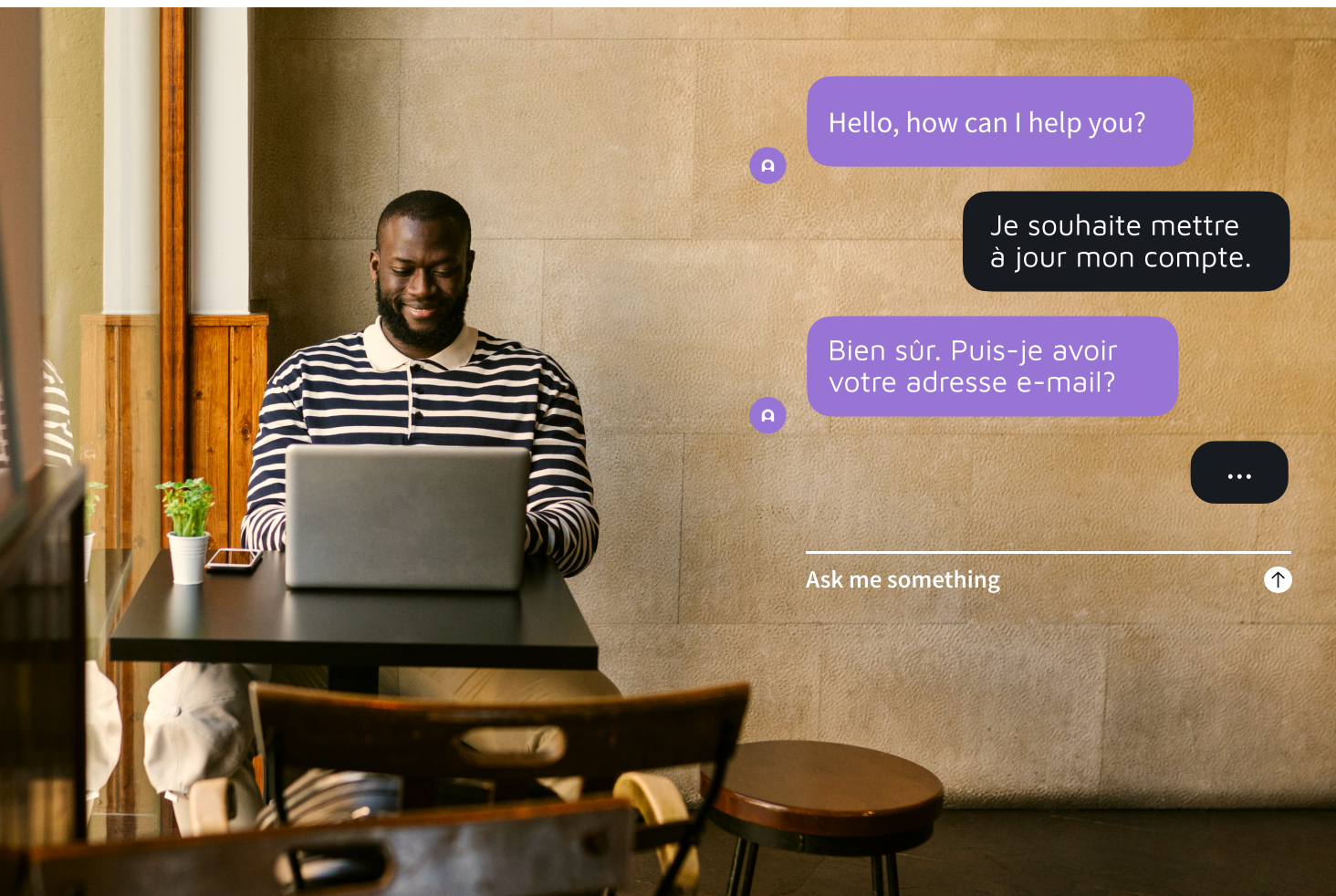
While they are always evolving their offerings with innovative devices, prices, and plans, their customer service platforms can't seem to keep up.

Expanding support operations to be available 24/7 and in multiple languages is too costly, but without it, they're sure to frustrate customers, overburden agents, and miss out on revenue and growth opportunities.

With Ada's powerfully simple conversational AI platform, it's easier than ever to create personalized player experiences that boost engagement, conversion, and retention.

Setting up Ada on the frontline of support enables you to handle higher interaction volumes, anytime, anywhere, and in any language, without having to scale headcount.

While others are holding back and hedging their bets, Ada gives you the confidence to go all in on support, delivering VIP gaming experiences to everyone so that you and your customers win big — without the VIP support costs.



Deliver 24/7 support across all timezones and channels

Ada greets your players at the door and is available to offer instant support 24/7, no matter where they are in the world or what channel they prefer to interact on — web chat, in-app, Facebook Messenger, WhatsApp, Instagram, Twitter, and more.

Our industry-leading Natural Language Understanding model is pre-trained using 4B+ real-world conversations to accurately capture a customer's question and provide relevant answers, resolving queries faster.

Reach new markets with multilingual AI

Expanding to new markets means you have to learn new languages. Luckily, Ada is fluent in over 100.

Build in one language and deliver support in 100+ with no additional training required so you can speak to customers in their language, effortlessly.

Stay compliant with localized automation

Different geographies may have different gambling regulations. Ada lets you easily localize answer flows to the location of the player to serve accurate information and stay compliant.

Triage interactions and seamlessly connect to the right agent when needed

Ada integrates directly with your CXP to intelligently triage and route conversations to email, live chat, or a scheduled callback.

And with Ada automating the majority of interactions, customer wait times are lower and your agents are freed up to focus on high-value ones that drive loyalty, revenue, and job satisfaction.

No matter what channel customers are in, agents can hop in and out from their own CXP dashboards. Ada provides them with interaction context and an AI-powered summary that helps them quickly get up to speed.

Playtech puts their trust in Ada

Ada is Playtech's exclusive partner for conversational AI and chat automation, giving Playtech customers the ability to deliver a VIP experience to every player while reducing the number of agents required to support their gamers.

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Playtech is committed to delivering the tools and technology operators need to present their players with the ultimate gaming experience, and our partnership with Ada ensures a world-class player experience from the initial account setup through to inquiries.

Providing all customers with a VIP experience is becoming significantly more important, and allows our players to have the very best personalization technology at their fingertips at all times.



Mark Jones

SaaS Commercial Partnerships
Playtech

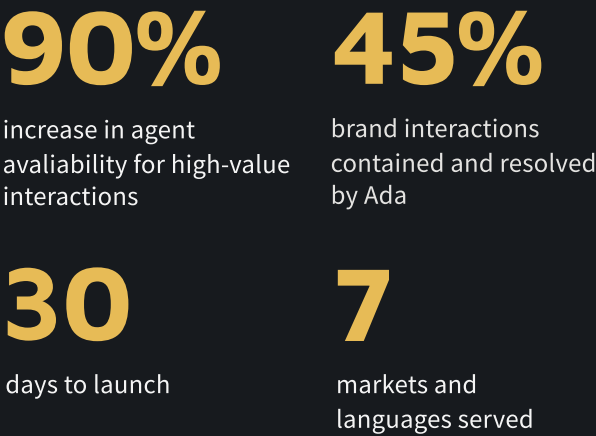
The world’s most innovative gambling brands are using Ada to drive growth



Ada has led gambling brands to drive digital transformation by:

- Empowering support teams who know the customers best to take charge of building automated, conversational support
- Creating personalized experiences and upsell opportunities
- Enabling seamless handoff to live agents within the same interface
- Delivering real-time data to improve performance and increase engagement

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“With the number of online gaming, gambling, and betting sites on the rise, the quality of customer experience is the ultimate differentiator for gaming and gambling brands.”



Jesper Svensson
CEO
Betsson

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Ada is the leading technology provider of conversational AI, empowering the world’s fastest growing companies, like Zoom, Facebook, and Square, with best-in-class solutions that deliver digital-first, omni-channel experiences at scale. Fueling interactions between brands and the people who love them — prospective and loyal customers, stakeholders and employees — Ada transforms reactive CX models into proactive, tailored profit generators that span the entire customer journey.

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