# ada

# Make everyone feel like a VIP

Ada empowers brands to automate their most valuable interactions with customers and employees.

**ada.cx**

# The brand interaction gap

Every time someone interacts with your brand, it's an opportunity to build trust, deliver value, and, ultimately, drive growth.

But in a digital world, where people expect their needs to be met with a quick chat or button click, delivering valuable interactions at scale is nearly impossible — without Ada.

Ada is the brand interaction platform that bridges the gap between you and the people who are trying to talk to you. Every moment, everywhere.

**With Ada, you can purposefully automate conversations with each customer and employee, saving costs and growing revenue without betraying the brand you promised to be.**

**Our award-winning platform helps brands:**
- Reduce expensive customer and employee support costs
- Diminish customer and employee attrition
- Swiftly deliver intelligent, personalized interactions at scale
- Reach out proactively to drive engagement and revenue growth

# Save costs and drive revenue with every interaction

## 1 billion+
### brand interactions automated annually

Ada is built for enterprise scale. Talk more to the people invested in your brand in an efficient, cost-effective, and impactful way.

## 10%
### increased prospect to customer conversion

Intelligently interact with prospects at each stage of the buying process with the proactive offers, guidance, and answers that are most likely to drive engagement and revenue.

## 98%
### reduction in customer wait time

With Ada, you're always reachable when it matters most — at the magical moment of interaction.

## 33%
### increase in speed to lead

Accelerate sales cycles by giving web visitors the information they need to make a purchasing decision in real time.

## 80%+
### ticket and inquiry resolution

Save money and time by empowering customers and employees to self-serve, on demand, across channels.

# Empowering the world's most innovative brands to interact at scale

FACEBOOK    ◻ Square    Grab    ⬡ LiteBit    ⫨ TELUS

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*"In just weeks, we were able to launch automated brand interactions that transformed the experience for our traveling customers, whenever and wherever they are in the world."*

**Bayley Clark**
Head of Customer Experience Strategy, AirAsia

*"Customer expectations are on the rise, and companies that don't provide high-quality self-service risk getting left behind. Empower every customer with conversational AI, and give a personal touch to each interaction by introducing an automation-first strategy with Ada's intelligent chatbot."*

**Lindsay Liranzo**
Segment Leader, Online Sales, Zoom

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**shapermint**

**50%**
increase in sales
made by live agents

**airasia**

**8x**
increase in ancillary
product upsell

**zoom**

**19,000+**
sales agent
hours saved

**wave**

**$1.2M**
estimated
annual savings

**invision**

**83%**
interactions
resolved by Ada

**BFA**

**27+ hrs**
reduction in average
first response time

**betsson**

**90%**
increase in agent
availability for high-
value interactions

# Ada for Customer Experience

**Support customers and grow revenue with every interaction**

- Answer and take action on account, product, or service topics
- Automatically search and share help center content
- Hand off from bot to agent with context
- Route instantly to the right team
- Anticipate needs with personalized experiences and suggestions
- Capture and qualify leads
- Schedule sales meetings
- Enrich lead profile data
- Enable account-based promotions
- Personalize offers, promotions, and product recommendations
- A/B test experiences and offers
- Prompt payment completion
- Intelligently suggest next steps to drive product adoption

# Ada's brand interaction platform

A single platform to automate, measure, and optimize your most valuable interactions

**Interact across every channel**

- Web
- Mobile
- WhatsApp
- SMS
- Social media
- Employee portal
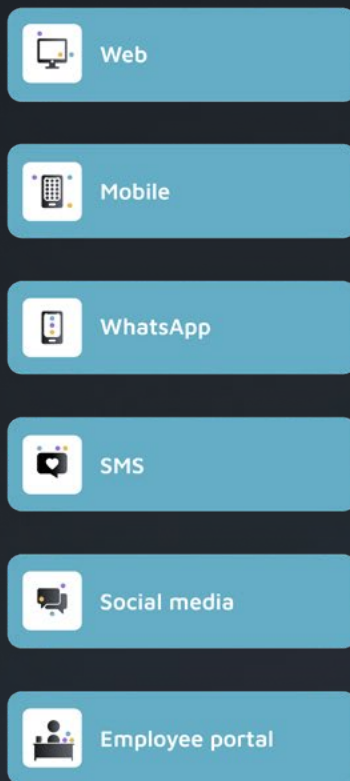
## ada

**Bot builder**
No-code building environment

**Advanced NLU**
Industry-leading recognition rate and domain expertise

**Real-time analytics**
Instant ML-driven insights to inform optimization

**Developer platform & APIs**
Flexible, open APIs for deep custom development

**Professional services**
Consultancy to accelerate and maximize business impact

**Integrate systems to personalize, analyze, and optimize interactions**

- Agent platform
- Knowledge base
- CRM & CDP
- Marketing systems
- Business insights
- Employee workflows

# Ada's integration and partner ecosystem

**Close the interaction gap with out-of-the-box integrations and an open platform you can build on**

### Agent platforms and knowledge bases

| | | | |
|---|---|---|---|
| Zendesk | Kustomer | Freshworks | ServiceNow |
| Salesforce | Gorgias | Jira | Confluence |
| Intercom | Gladly | Dixa | Contentful |
| Oracle | Dixa | Helpscout | |

### CRM, ITSM, and marketing systems

| | | | |
|---|---|---|---|
| Salesforce | ServiceNow | Hubspot | Clearbit |
| Salesforce Pardot | Calendly | Sunshine | Workday |
| Marketo | Sendgrid | Shopify | Okta |
| Hubspot | SAP | Segment | |
| Zendesk Sell | Oracle | Zoominfo | |

### CCaaS & iPaaS

| | | | |
|---|---|---|---|
| Genesys | Talkdesk | UIpath | Automation Anywhere |
| NICE | tray.io | Tonkean | Blue Prism |
| Five9 | Zapier | Workato | |

### Business insights

| | | |
|---|---|---|
| Tableau | PowerBI | Qlik |
| Looker | DOMO | |

### Flight logistics

| | |
|---|---|
| Navitaire | Amadeus |

Ada is an Automated Brand Interaction company that bridges the gap between brands and the people they care about. The world's most innovative brands, like Zoom, Facebook, and Square, use Ada's award-winning platform to automate their most valuable interactions, bringing a true VIP experience to every customer and employee. The digital-first company was born in Canada and now serves brands and people worldwide. For more information, visit ada.cx.

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