

# Ada for Insurance

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Customers turn to their insurance provider for 24/7 coverage, and they expect the same from customer service.

Expectations are changing as new digital channels serve as viable gateways for on-demand support. And yet, customer support failures continue to plague the insurance industry.

An archaic reliance on out-dated technology and 9-5 live chat is losing insurance providers both their customers and CX reputation.

Ada is purpose-built to transform the traditional insurance CX model from agent-only to automation-first, with personalized engagement across online, mobile, and social channels.



# Ada for Insurance

With Ada, non-technical teams can launch a self-service chatbot that lets customers resolve more than 80% of insurance inquiries on their own - in less than a month.

More than a basic FAQ-bot, Ada deflects inquiries with a highly personalized experience that ultimately frees live agents, and diminishes wait times - all leading to a more positive customer experience.

## Ada is leading award-winning enterprise businesses to drive digital transformation by:

- Empowering the support teams who know your business best to build content in mere seconds
- Creating customized journeys and upsell opportunities
- Providing rich analytics and real-time insight into customer behavior

Hi Joe, have you thought about adding travel insurance to your policy? We have a special 15% offer for you. Care to add it now?

Yes!

Your policy is updated! We notice you have other members on your policy. Would you like to add travel insurance to their coverage?

Yes please!

Ask me something

## BE EVERYWHERE, FOR EVERYONE

Turn on 24/7 instant support across channels that are in high demand, including your website and app, Apple Business Chat, Facebook Messenger, and SMS.

Anytime, anywhere, let your customers:

- Compare plans
- Research flexible payment plans
- Discover benefits and coverage
- Find care including clinics, hospitals, and doctors

## UNCOVER NEW SALES

Incentivize customers with proactive, personalized upsells and promotions that drive new profit. Let customers take action:

- Purchase policy add-ons like travel, home, life, and car
- Add new members to plans
- View and submit claims
- Receive recommendations

## HARMONIZE THE HUMAN-TO-BOT EXPERIENCE

Eliminate unnecessary touchpoints and complicated handoffs by allowing your live agents to drop directly into Ada's chatbot interface to assist the customer.

By integrating with your back-end system, Ada is designed to instantly escalate high churn scenarios, including policy concerns and denied claims.

## PERSONALIZE AND SEGMENT YOUR ENGAGEMENT

Build automated experiences unique to every customer's personal information, insurance plan, claims, benefits, and more.

## SPEAK EVERY CUSTOMERS' LANGUAGE

Let customers engage with your business naturally. Build your automated content in English, then watch as it's deployed in over 100 different languages.

As the market leader in Automated Customer Service (ACX), Ada is the only chatbot platform purpose-built to support an automation-first customer service strategy.

By diminishing dependence on IT and uncovering new opportunities for revenue, Ada's automation is designed to transform the support model from a cost center to profit center. Headquartered in Toronto, Ada enables clients around the world, like TELUS, AirAsia, and UpWork, to put automation and AI at the front end of their customer service strategy, thereby freeing live support agents to have greater impact.

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