

Ada For Multilingual Customer Support

One of the best ways a brand can show it cares is by engaging customers in their preferred language. But with the average agent speaking only one language, this level of personalization is unrealistic with live support agents alone.

Ada's AI-powered brand interaction platform enables organizations to build automated assistance in one language and deploy it to customers in over one hundred. By harnessing machine learning and seamlessly integrating with a company's back-end, Ada allows a business to proactively engage customers in the language of their choice.



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Ada empowers global brands across industries to eliminate barriers in technology, time, geography, and language that stop them from meeting the needs of customers around the world. Acting as the always-on version of a live support agent, Ada engages customers with instant content across online, mobile, and social channels.

In less than a month, non-technical teams can launch a multilingual chatbot solution that automates 80%+ of customer inquiries. So much more than an FAQ bot, with Ada, customers can search, update account information, add new services, make payments, and more, on their own, at anytime, from anywhere, in their own language.

“As customers increasingly move online and expect rapid responses via conversational messaging channels, we faced unprecedented customer service challenges as we watched ticket volume rise. Given this rapidly changing operating environment across the region, it was necessary for us to move the launch of our Messenger experience up by three months. With Ada’s intuitive solution, we were able to move at speed to deploy a proof of concept and help our local teams build and refine content flows quickly and independently. We’re thrilled that we have exceeded our target in the first 3 months and are looking forward to refining the Messenger-powered digital assistant.”



Elaine Neo
Regional Social Marketing Manager,
Grab

Let customers choose their preferred language

Speak every customer’s language with over 100 languages to choose from. Customers are immediately engaged in the language of their browser or they can select from a drop down menu of available dialects.

Build once, deploy everywhere

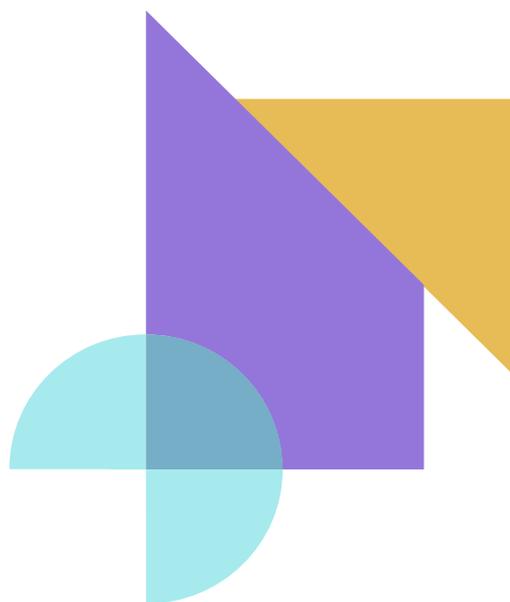
Using Ada’s no-code platform, brands can automate dynamic, proactive, and personalized experiences in one language and translate them instantly to meet the requirements of every customer.

Maintain brand authenticity

In just seconds, any non-technical team member can refine each translated answer, to ensure the language reflects brand messaging and tone.

Unrivaled multilingual understanding

Ada’s global AI model provides industry-leading intent recognition and accuracy, no matter what language a customer speaks, so brands can deliver an exceptional customer experience.



Ada is the leading technology provider of Automated Brand Interactions, 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. For more information, visit www.ada.cx.

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