



Humanizing the Customer Experience



ada.support

Poor customer service is costing US businesses more than \$75 billion a year.

NewVoiceMedia, Serial Switchers Report, 2018

The Market Challenge

The stakes are high. Customer expectations are changing swiftly as digital channels serve as viable gateways for on-demand support. And yet, customer support failures continue to plague digital teams.

Organizations cannot afford to take chances – while they must introduce automation across the customer journey, it should be done as part of a broader business strategy that is grounded by scalable, accessible, AI-powered infrastructure.

Ada empowers non-technical teams to tailor the customer experience, through website, in-app and SMS channels, in a manner that is highly personalized and sophisticated.

Ada does much more than respond to frequently asked questions or send basic notifications – it encourages brands to elevate their customer experience with targeted content personalized to every customer's account history, interests, and intent.

Ada does this by:

- Empowering teams to build and revise engaging content in mere seconds
- Creating customized journeys and upsell opportunities
- Enabling omni-channel support with seamless handoff to live person
- Delivering real-time data to improve performance and increase engagement

Whether you have a mature digital support infrastructure, or you are just getting started, Ada solves many of the complex challenges that organizations face by providing market-leading features to enable automation, engagement and virtual assistance.

Ada for SMS

Ada enables enterprise businesses to bring a new level of customization to their SMS alerts. Ada replaces the traditional generic, untailed texts that often go unread, with personalized proactive messaging, that allows the customer to continue engaging with the brand further across the channel of their choice.

Hey Dan, just a reminder your next payment is due in less than a week. If you have any questions, just ask!

Awesome, thanks!



Build

Ada enable non-technical teams to create meaningful automated interactions with genuine human understanding.

Answers Editor

Leverage Ada's easy-to-use, drag and drop editor to build SMS content in mere seconds.

Text, Link, Picture & Video Blocks

Construct dynamic, visual and interactive texts tailored to your customers and brand identity.



Integrate

Ada allows business stakeholders, regardless of technical skill, to drive meaningful, integrated engagement across the customer journey.

Channels

Bring a consistent message and experience across across your website, app, and social channels.

Book a Meeting

Within the SMS, share a link that enables customers to schedule a future meeting with live agents to drive new sales and support.



Personalize

Ada empowers you to move beyond basic, transactional conversations and provide rich, personalized interaction.

Multilingual

With Ada, teams can build SMS messaging in one language, and deploy it in over 100.

Authentication blocks

Leverage APIs to send personalized text messages tailored to customer history, account, and intent.

Segmentation blocks

Deliver offers tailored to specific customer traits like account type, geography, and product use.

Conditional blocks

Divide customers into micro-segments, and provide individualized SMS based on pre-set conditions.



Optimize

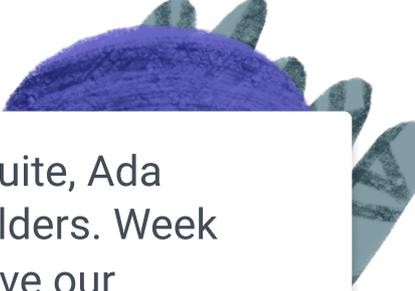
Ada provides in-depth analytics that identify opportunities to strengthen support and engagement.

Analytics Dashboard

After sending each SMS, access real-time data and dynamic reporting that demonstrate the effectiveness of your outreach.



Our Results



From our customers to our agents, and even into the C-suite, Ada continues to surpass the expectations of all our stakeholders. Week over week, we've watched Ada transform the way we serve our customers.



Cory Wain

TELUS ACX Team Director

Ada has been an incredible tool for our support. Ada's commitment to working closely with us to build and update our bot, as well as update their product for our needs has been a huge part of the success of our bot. We are thrilled to continue to work with Ada team.



Ranjan Gill

Sr. Marketing Manager, Social Strategy Support, Koodo Mobile

As the market leader in Automated Customer Experience (ACX), Ada personalizes engagement across the customer journey by putting the power of AI in the hands of the people who know your business best. Ada makes it simple for non-technical teams to build an automated, enterprise-class chatbot platform that saves time, reduces costs, and improves engagement.

Ada does much more than respond to frequently asked questions – it encourages users to take action in a meaningful way, thereby solving more than 70% of customer inquiries and freeing live agents to respond to only the most mission critical interactions.

Headquartered in Toronto, Ada enables clients around the world, like TELUS, Square, and Air Asia, to provide their customers with 24/7 personalized support in more than 100 languages.

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