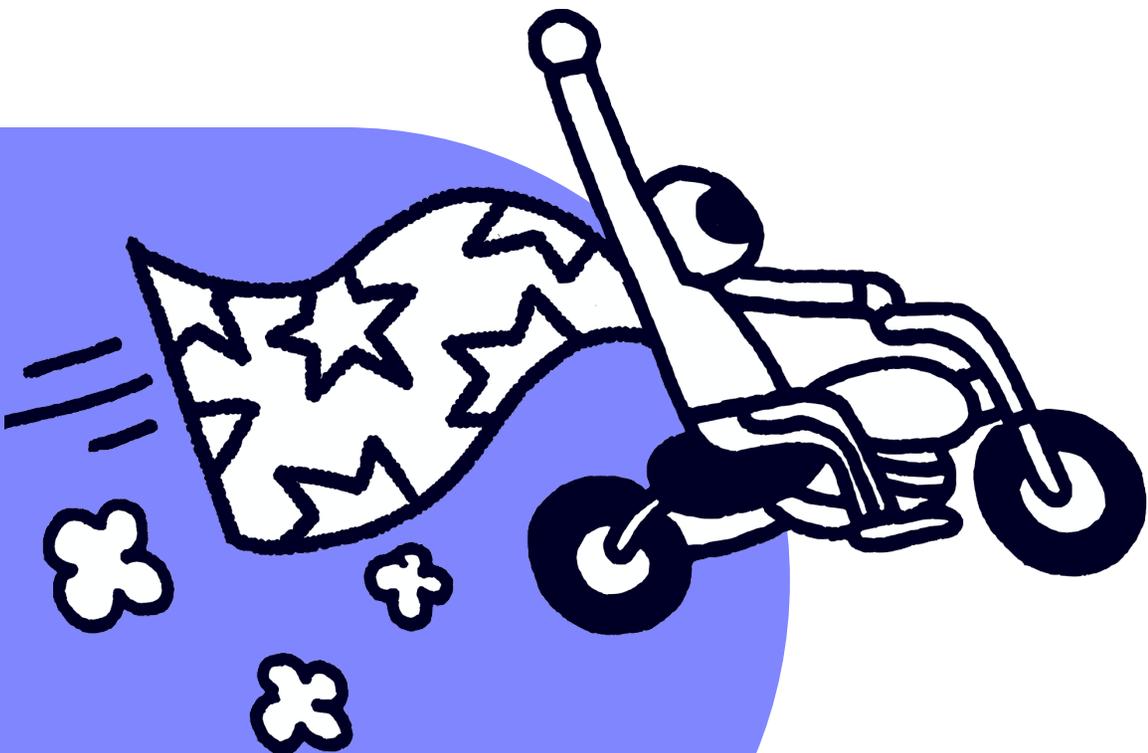


CSAT Pro: Improve customer satisfaction in a way that doesn't break the bank

Today, more than ever before, understanding how customers feel about your company is crucial to building long-term, high-value relationships.

CSAT Pro makes it easy for customers to share feedback. With more information in-hand, you can improve CSAT for every automated conversation. CSAT Pro empowers you to align customer satisfaction improvements with cost containment strategies.

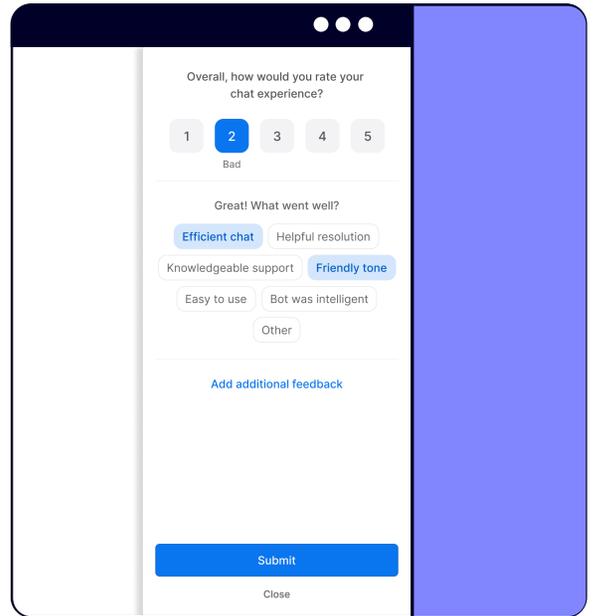
With Ada's CSAT toolkit, the myth of having to sacrifice cost savings to deliver CSAT is thrown out the window – Ada helps you do both – thoughtfully and strategically.



Uncover the root cause of low CSAT

CSAT Pro comes with new configurable questions that help you get to the root of your customer satisfaction scores. Easily add or remove these questions from your survey in order to get the data you need to improve your customer experience. In addition to the standard CSAT question, “Overall, how would you rate your chat experience?”, you can configure the following questions:

- **Follow-up Questions** - Gives customers a predefined list of potential reasons why the chat went well or poorly.
- **Resolution** - Asks whether or not your customer’s inquiry was resolved.
- **Comment** - Gives your customers some space to explain more about their experience.



25%

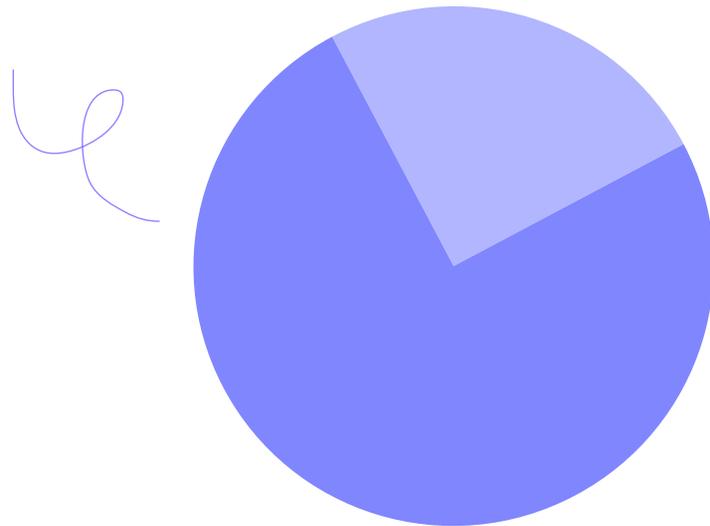
increase in CSAT results from implementing AI¹

76%

customer service leaders see increased CSAT from chatbots²

33%

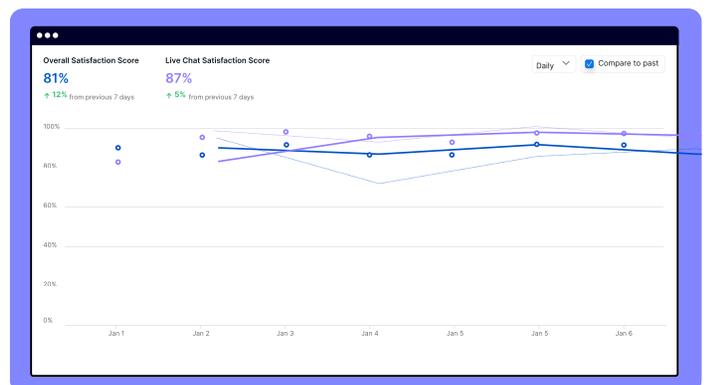
customers would switch companies after a single instance of poor service



Analyze your results with CSAT reports

The release of CSAT Pro brings two new reports — **Customer Satisfaction Score** and **Satisfaction Survey Results**—to help you find new insights and opportunities to improve your CSAT score.

The new **Customer Satisfaction Score Report** shows you how your customer experience is improving over time. As you make changes to your experiences, you’ll be able to easily track how that impacts your customers’ perceptions about their experience.



The **Satisfaction Survey Results** gives you an easy-to-audit table summarizing your survey results that you can filter and sort to find opportunities for improvement.

When you find a survey result you want to investigate further, just click it and you'll be taken directly to the associated conversation so you can see exactly what happened and build a plan to improve the conversation for next time.

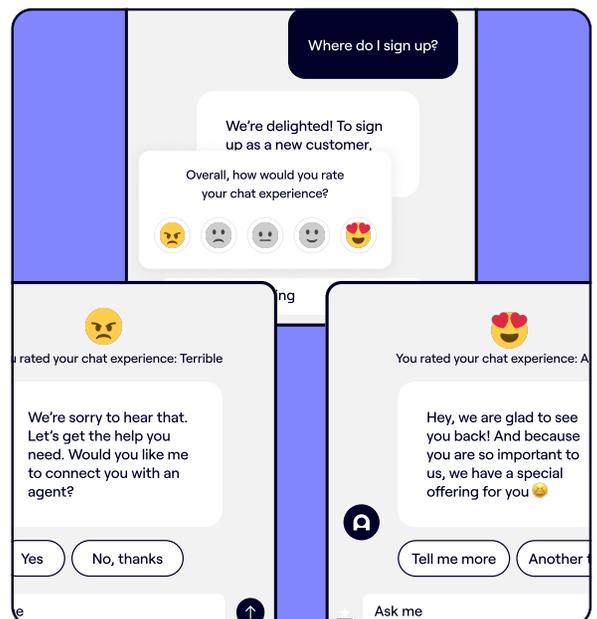
LAST SUBMITTED ↓	AGENT	RATED	REASON FOR RATING	RESOLUTION	COMMENTS
Dec 18, 2020 1:58 PM	Morris Pena	👎 1/5	Resolution	No	-
Dec 18, 2020 1:58 PM	Devon Howard	👍 5/5		Yes	Perfect Customer Service!!! Will definitely be purchasing in the near future.
Dec 18, 2020 1:58 PM	Colleen Miles	👎 3/5	-	No	-
Open Conversation	-	👍 4/5	Bot was smart	Yes	Awesome service! Instant help! Thank you!
Dec 17, 2020 1:58 PM	-	👎 1/5	-	-	-
Dec 14, 2020 1:58 PM	-	👍 4/5	Friendly tone	-	-
Dec 14, 2020 1:58 PM	-	👎 1/5	Unfriendly tone	-	Issue was not addressed at all
Dec 14, 2020 1:58 PM	-	👎 2/5	Tone	-	Accidentally clicked on a link and it directed me off the chat page.
Dec 12, 2020 1:58 PM	-	👎 3/5	Other	No	-
Dec 11, 2020 1:58 PM	Audrey Fox , Bernard Henry	👍 4/5	Product knowledge	Yes	-

Rescue-a-chatter with new service recovery tools

With our new service recovery tools, you can improve customer loyalty and retention by making things right with customers who didn't have the best experience.

CSAT Pro includes tools to segment customers based on their CSAT score, therefore delivering a more personalized experience and the opportunity for service recovery. If a frustrated customer is struggling to get the answer they're looking for, they may rate the conversation negatively. Instead of letting that customer walk away upset, the negative rating will trigger the new Negative CSAT Answer, present them an option to speak directly with an agent or a discount code—it's totally configurable, so that's up to you.

Use these segments to continuously empathize with your customer over time. If a customer gave a poor CSAT score last time they used your bot, the next time they engage with you, you might start the conversation by asking if they'd like to speak directly to an agent.



How to get started

CSAT Pro is available now.
Speak with an Ada representative
to get the most out of **CSAT Pro**.



¹ Source: Ada Opportunity Snapshot Survey, a commissioned study conducted by Forrester Consulting on behalf of Ada, March 2020

² IJBD

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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