

# Ada for Retail

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According to a report from Juniper Research, by 2023, the use of chatbots will bring \$11 billion in combined cost savings for the retail, banking and healthcare sectors. And, Juniper estimates, in that same time frame, 70% of all the chatbots accessed will be retail-based.

Ada was designed to help retail businesses ensure online, mobile, and social channels offer the same level of instant support that customers encounter in-store, as if the most talented retail employees were available to help anytime, anywhere.

In less than a month, an enterprise business can launch a self-service solution as the frontline of their support that 80%+ of customer answers and actions.



# Ada for Retail

Ada offers businesses new ways to engage shoppers with proactive, timed, and targeted campaigns, along with presenting them unique offerings and helpful information to drive revenue, raise CSAT, and ensure a cart never goes unchecked.

## BE EVERYWHERE, FOR EVERYONE

Move past the 9-5 hours by turning on 24/7 instant support across channels that are in high demand with shoppers, including Apple Business Chat, Facebook Messenger, and SMS.

## BUILD A CUSTOMIZED BOT

Use your own images, videos, copy and other content to create dynamic user experiences that reflect your brand personality.

## SPEAK EVERY CUSTOMERS' LANGUAGE

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

## PERSONALIZE AND SEGMENT YOUR ENGAGEMENT

Customize experiences with proactive messages that reflect each customer's needs and interests, based on personal information, geography, lifetime value, and shopping selections.

## HARMONIZE THE HUMAN-TO-BOT EXPERIENCE

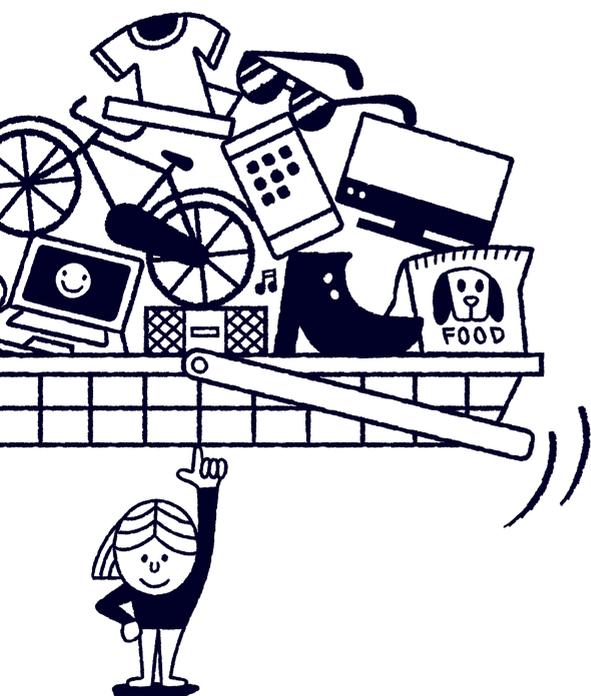
Eliminate unnecessary touchpoints and complicated handoffs by allowing your live agents to drop directly into conversation within the same interface.

## LEARN WITH YOUR CUSTOMERS

Pull real-time data and dynamic reporting to better understand the time, effort, and cost savings generated by your automation.

## DISCOVER NEW REVENUE

Let customers update their account information, process payments, make returns, and more- all without having to engage your live agents for assistance.



When will my purchase arrive?

Hi Meredith. Can you provide your transaction number?

NB34652

Perfect. Your purchase has left the warehouse and is due for delivery on Thursday.

Ask me something



# Personalize every engagement

As e-commerce becomes increasingly global, customers worldwide are gaining access to more brands, products, and services than ever before.

Today, the quality of customer experience is a core element of retail differentiation.

When independent vendors and shops are able to create 1:1 connections with customers around the world, enterprise businesses must embrace new strategies to ensure they can provide the same level of disruptive and personalized engagement.

# 62%

of inquiries solved without live agents

# 3 wks

to launch Ada's chatbot

# 75%

of all inquiries instantly understood by Ada

# 14k

automated monthly conversations

# 80%

of inquiries solved without live agents

# 88%

of all inquiries instantly understood by Ada

**Ada is leading award-winning retail businesses to drive digital transformation by:**

- Empowering the support teams who know a business best to build engaging content in mere seconds
- Creating customized journeys and upsell opportunities
- Enabling seamless handoff to live agents within the same interface
- Delivering real-time data to improve performance and increase engagement

In only weeks after automating with Ada, we saw powerful results that dramatically changed the experience not only our customers, but our agents too.

Director of Customer Excellence,  
Leading Canadian CPG Brand

In only weeks after automating with Ada, we were seeing powerful results that were dramatically changing the experience for not only our customers, but our agents too.

**LEADING NORTH AMERICAN  
CPG BRAND**  
Director of Customer Engagement

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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