

Ada for Telecommunications

With the number of consumer devices and telco competition on the rise, quality of customer experience is the ultimate differentiator for telecommunication businesses. Ada has been designed to enable telco providers to disrupt their own industry standards with powerful, personalized automation that transforms digital interactions with customers.

In less than a month, non-technical teams can launch an AI-powered chatbot as the frontline of their customer service, automating 80%+ of customer inquiries.

So much more than an FAQ bot, Ada engages customers with proactive content tailored to their interests while letting them update account information, check data usage, add plans, and even make payments on their own.



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BE EVERYWHERE, FOR EVERYONE

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

BUILD A BOT UNIQUE TO YOUR BRAND

Use your own images, videos, content and GIFs to create dynamic user experiences that reflect your telecom's brand.

SPEAK EVERY CUSTOMER'S LANGUAGE

Let customers engage with your telecom naturally and comfortably. Build your automated content in English, then watch as it's deployed in over 104 different languages.

PERSONALIZE AND SEGMENT YOUR ENGAGEMENT

Customize experiences with proactive messages based on each customer's unique attributes, such as device type, geography, lifetime value, and behaviour.

DISCOVER NEW REVENUE

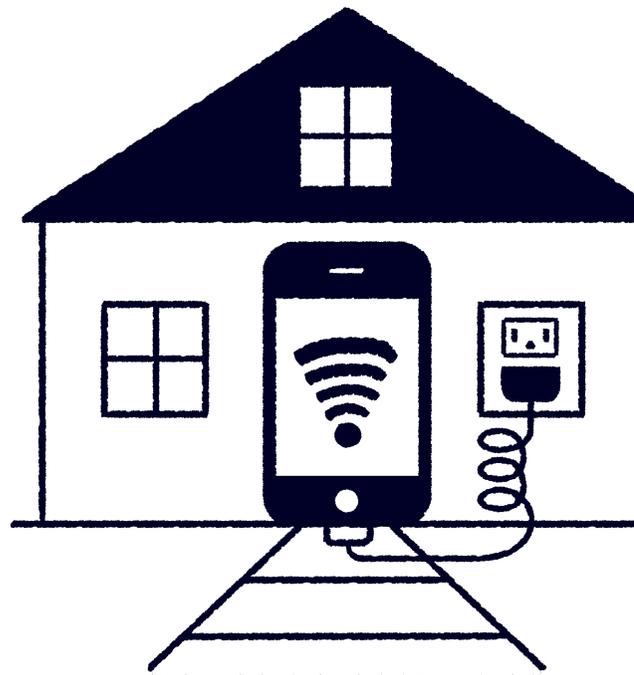
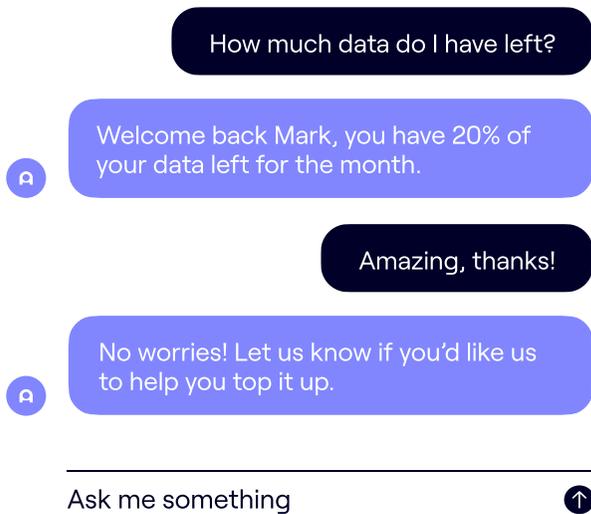
Let customers add data, upgrade account information, and make payments, all without having to engage live agents for assistance.

HARMONIZE THE HUMAN-TO-BOT EXPERIENCE

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



Personalize every engagement

As the world becomes more connected, people have never been more reliant on their telecommunications provider. And while telcos are always evolving their offerings with innovative devices, prices, and plans, their customer service platforms can't seem to keep up.

A reliance on live customer support continues to cause long wait times, churning customers, and frustrated agent turnover – all of which cost business millions in revenue.

TELUS

153k **50%+**

hours of saved customer effort

conversation containment

30

days to launch the Telus Virtual Assistant

45k

conversations /month

KODO

2M **100k**

automated conversations

hours of saved customer effort

Ada has led award-winning telcos to drive digital transformation by:

- Empowering 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

 TELUS

“From our customers to our agents, and even into the C-suite, in just eight months Ada has surpassed the expectations of all our stakeholders.”



CORY WAIN
Director of Automated Client Experience

kodo

“Putting automation first is bold – but with Ada we can ensure we’re living up to our promise of providing better customer experience. We’re achieving operational efficiencies while also keeping customers happy.”



RANJAN GILL
CX Manager

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