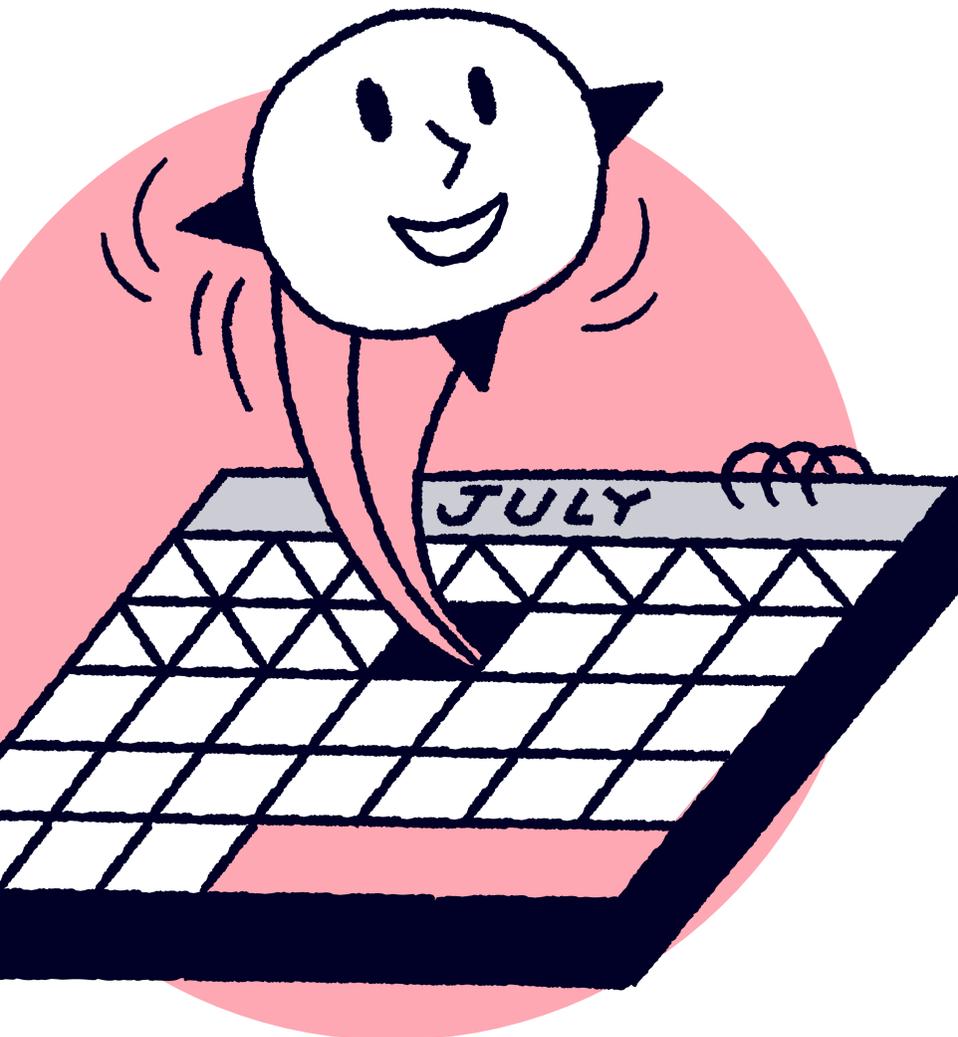


Ada for Travel and Tourism

The travel and tourism industry is being challenged by disruptors like Airbnb and fast-growing ultra low-cost carriers (ULCC's) that are changing customer expectations and framing on-demand service standards.

There is urgency for established players to adapt swiftly to changing customer expectations or risk losing market share.

This is where artificial intelligence comes in. It can be used to analyze data, assist with a revenue management strategy, or provide more personalized offers to customers based on their preferences.



Ada for Travel and Tourism

Ada empowers businesses within the travel and tourism industry to build their own automated assistance, eliminating 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 traditional travel agent, Ada engages customers with instant, targeted content across online, mobile, and social channels.

In less than a month, non-technical teams can launch a self-service chatbot that automates 80%+ of customers' inquiries. With Ada, customers can search, update account information, receive real-time updates, book reservations, and more, on their own, at anytime, from anywhere.

BE EVERYWHERE, FOR EVERYONE

Move past the 9-5 live support hours by turning on 24/7 instant support across channels that 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, copy and other content to create dynamic user experiences that reflect your business' identity and brand.

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 104 different languages.

PERSONALIZE AND SEGMENT YOUR ENGAGEMENT

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

HARMONIZE THE HUMAN-TO-BOT EXPERIENCE

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

DISCOVER NEW REVENUE

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



Is my flight on time?

Welcome back Mark, your flight for London is leaving on time at 4pm.

Amazing, thanks!

No worries! Let us know if you'd like to upgrade your seat now.

Ask me something



Personalize every engagement

Customers today are opting for customized vacations, with a desire to personalize where, when, and how they travel.

And while innovation continues to help the travel industry take off, enterprise-sized business can quickly fall behind, striving to meet the growing number of global travelers and their expectations for instant, personalized support.

An automation-first strategy with Ada improves customer satisfaction, diminishes costs and helps transform your support organization from a cost center to a revenue center.

Ada is leading award-winning enterprise 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

Results from an award-winning airline

1 month

to built a personalized chatbot

8

languages

98%

reduced customer wait times

"Ada has reduced wait time (response to customer queries) significantly and increased customer satisfaction to 90%."



ADAM GENEAVE, AIRASIA
Chief Customer Happiness Officer

60%

customer inquiries solved without live agent assistance

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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