

"92% of decision makers agreed that consumers are more loyal to brands that provide personalized experiences across the customer journey." - Forrester

We couldn't agree more.

But as businesses scale their digital transformation for a post-pandemic world, this can be difficult to achieve when live agents are drowning in repetitive and mundane inquiries.

The only way to free your agents from this burden is through a real AI strategy that delivers automation across the customer journey, minimizes dependency on IT resources, and unlocks personalization that can scale.

Ada's automation-first, no code platform empowers businesses of all sizes to deliver even better conversational CX with Salesforce. Become efficient and automated, yet unified and more personalized than ever.



75%

inquiries solved without agent support

98%

decrease in average wait time, down to less than 1 minute

8X

increase in ancillary product up-sell/cross-sell

"With Ada driving automation first, we are able to use our Salesforce live agents to address more mission critical inquiries – including upsell of ancillary products."



ADAM GENEAVE
Chief Customer Happiness Officer, Air Asia



Ada For Salesforce



Look no further. Ada is the best AI solution to extend your Salesforce tech stack.

Delight customers by minimizing their wait time for answers and delivering an uninterrupted, personalized conversational experience across their end-to-end journey - no matter if they are chatting with a virtual assistant, or a live agent.

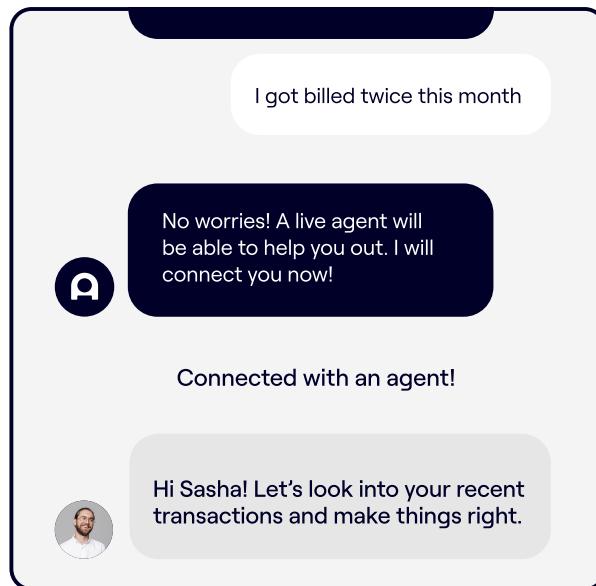
Use your agents wisely by reserving them for high-value inquiries, empowering them with context to reduce handle time, and increasing their impact on the business' bottom line.

Scale with an automation-first strategy to get the most out of conversational AI and human agents, and driving revenue across the customer journey.

"We chose Ada over Einstein because Ada learns on its own, has easy-to-use reporting to quickly see where we aren't meeting customers' needs, and was purpose-built to provide the great automated customer experience that our customers deserve and want."



BERNIE LEAS
VP Operations, Balsam Hill



As the market leader in Automated Customer Experience (ACX), Ada is the only conversational AI platform purpose-built to support a scalable, automation-first customer experience strategy.

By diminishing dependence on IT and uncovering new opportunities for revenue, Ada's automation is designed to transform reactive CX models to proactive, personalized profit generators. Headquartered in Toronto, Ada's automation and AI enables clients around the world, like TELUS, AirAsia, and Zoom to power meaningful touch points across the entire customer journey and empower CX professionals to succeed.

UNIFIED CX ACROSS THE CUSTOMER JOURNEY

Ada's conversational AI invites sales, marketing, and support teams to collaborate on a holistic CX strategy in one single platform. With Ada and Salesforce, you can offer a consistent brand experience across the entire customer journey without having to add more agent seats.

FAST-TRACK AUTOMATION AT SCALE

Ada's industry-leading Natural Language Processing makes it the easiest chatbot to build and train for large businesses. Empower your non-technical team with Ada's no code platform, and launch automated customer experience in just 30 days.

SEAMLESS HANDOFF WITH PERSISTENT CONTEXT

For high-value interactions, Ada gracefully hands off to Salesforce Live Agents within one single user interface. Agents are armed with AI-powered transcript summaries that speed up handle time, and customers are delighted by seamless transition from AI to human agent.

DEEP INTEGRATIONS BUILT FOR SALESFORCE CLOUD

Ada's no code integrations built for Salesforce Cloud help agents be more productive in supporting and selling to customers. Ada auto-generates leads and cases with relevant details, so your agents can focus on cultivating customer relationships and winning deals.

SCALE BOT ACROSS CHANNELS & LANGUAGES

Build automated flows in a single Ada instance that can be deployed across social channels and translated in 100+ languages. With Ada's chatbot, it's never been so easy to amplify your social reach to customers and speak in their preferred languages, all without a single line of code.

A CX VENDOR WITH OUTSTANDING CX

We ensure your success with award-winning partnership that includes dedicated Automated Customer Experience (ACX) Consultants, our ACX community, and our ACX Academy to keep your Ada skills sharp.

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