



Improve the customer experience by putting automation first.



VISIT US

AT



ADA.CX

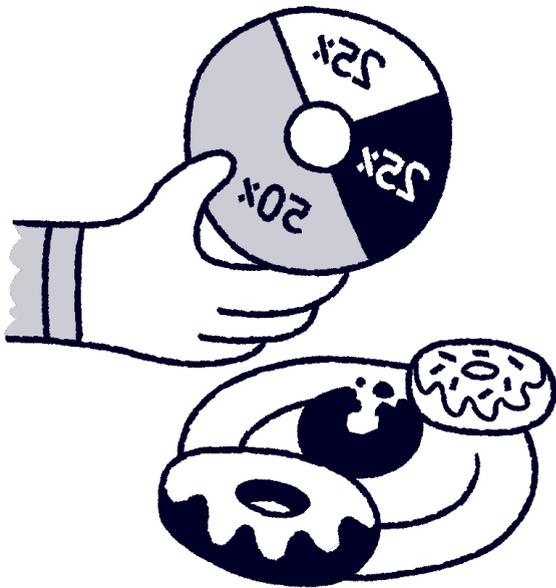
Contrary to popular practice, at Ada, we don't believe AI and automation should be a point solution or add-on to augment your human-first infrastructure.

We believe AI should underpin your support organization, serving as the front line of the customer experience, freeing your human resources to have a more meaningful impact.

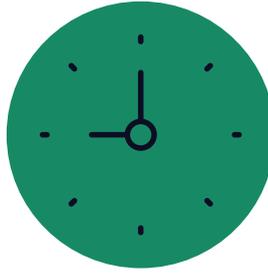
Ada is the market leader in Automated Customer Service (ACX). Our enterprise customers across the globe are achieving outrageous results!

Our award-winning chatbot platform helps companies:

- Save time and money by automating 80%+ of customer support inquiries
- Diminish churn by increasing Customer Satisfaction (CSAT)
- Generate greater up sell and cross sell opportunity

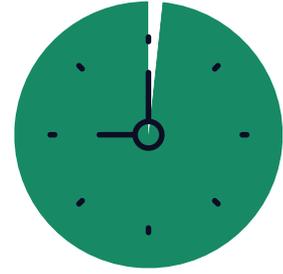


ADA RESULTS



Before Ada
+1 Hour

customer support wait times



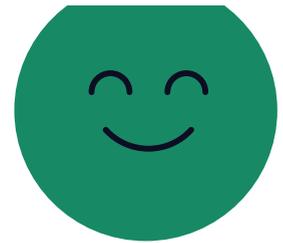
After Ada
-1 Minute

customer support wait times

CUSTOMER SATISFACTION



Before Ada
60%



After Ada
90%

UP-SELL REVENUE



Before Ada



With Ada
8x increase
in ancillary product revenue

HOW IS ADA DIFFERENT?

There is a lot of noise out there, and it can be hard to determine which vendors actually deliver against the promise of a delightful customer experience.

Customers feel Ada is different in a few critical ways:

- ① **Ada is the only platform purpose-built to support an automation-first strategy.**
Ada pricing is not based on license consumption. By leading with automation, you can make smarter decisions about how to best leverage human resources.
- ② **Ada diminishes your dependence on IT.**
Ada's intuitive, drag-and-drop user interface allows your customer support team to take ownership of automation, and create experiences and flows that are meaningful.
- ③ **Ada transforms CX from 'cost center' to 'profit center'.**
Stop throwing gas on the fire. Customer service has become a money pit that doesn't deliver results. With Ada, you grow CSAT while increasing up-sell and revenue growth.
- ④ **Our proven 'ACX' framework sets you up for success.**
Ada helps reorient your customer support organization to put automation on the front line. Your best support reps have greater impact with our proven ACX methodology.

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



COREY WAIN, Telus
Director of Automated Customer Experience

“Previously, people had to wait to have queries solved, but now they rely on Ada for instant flight status or booking process.”



ADAM GENEAVE, AirAsia
Chief Customer Happiness Officer



ADA FUN FACTS

Ada is based in Toronto with worldwide customers spanning several industries. A few fun tidbits that make Ada extra special:



Our Founders spent several months working in call centers, responding to thousands of support inquiries, so they could understand, first hand, the pain in the market.

50m

More than 50 million conversations have been automated through Ada, giving back more than a \$100 million to companies, and more than a billion precious moments to their customers.



Ada has enjoyed triple digit, year over year growth, for the past 3 years - in terms of both revenue and headcount.



Ada is named for Ada Lovelace - widely considered to be responsible for writing the first line of code. We feel proud to be associated with Ada's legacy - a trailblazer in so many respects.

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 Zoom, Square and AirAsia, 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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