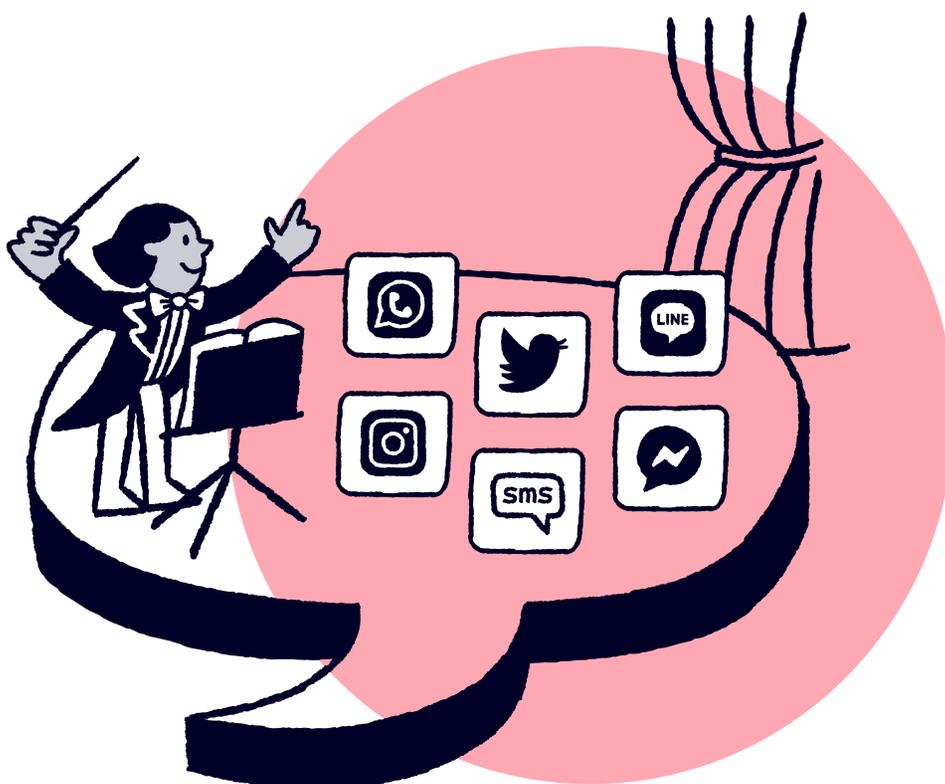


The world of business to consumer conversations is changing fast and chatter across digital channels is taking off. Take social for example - WhatsApp and Facebook Messenger alone now carry 22 trillion messages per year!

As naturally social beings, humans have grown accustomed to the speed, simplicity, and intimacy these channels provide as they stay in touch with their friends and family.

As consumers this expectation doesn't just go away. Customers want to have the same effortless and personal conversations with the brands they trust on the channels they choose. Creating a stand-out, multichannel digital experience for holistic customer engagement, allows you to talk to customers anytime and anywhere.

Forrester predicts that customers who used digital channels for the first time during the pandemic will continue to do so — and drive a 40% increase in the volume of digital interactions



## Manual, agent-first experiences do not scale.

### Automation-first does.

Opening up more channels means more opportunities to talk to consumers – something every organization should actually crave. Each conversation is a chance to engage your customers, increase loyalty, and generate revenue! Yet traditional and costly agent-first customer support models simply aren't scalable.

An automation-first conversational platform is the key to unlock the full potential of your organization's multichannel CX strategy. Ada's conversational automation as the first point of contact across social channels, makes it possible to design cost-efficient digital experiences at scale!

Available for:



### THE ONLY SCALABLE SOLUTION

Putting Ada's automation first deflects 80%+ of customer inquiries before they get to an agent, no matter what channel they're coming from. With Ada handling the bulk of your customer conversations, you no longer need to fear the higher volume of conversations that come with opening up new channels.

### THE SAME PERSONAL TOUCH

Typically as businesses grow, they encounter a trade-off between quality and volume of customer conversations. Ada's conversational AI however, is able to contextualize and customize individual conversations at scale, while creating a uniform customer experience across different channels. You no longer have to sacrifice conversation quality for volume.

### INTEGRATE YOUR WAY

Ada's been built to integrate with the CRM solutions you already use. Ada's hassle-free handoff allows more complex inquiries to be connected to a live agent, while allowing customers to stay within the same interface for seamless and timely resolution.

### BUILD ONCE, DEPLOY ANYWHERE

Ada in Social Channels reduces effort for your CX team as well. Other chatbot platforms require a 1:1 ratio of bot to channel, but Ada allows you to build once and deploy to many channels. Consumers receive the same experience everywhere, all without duplicating your organization's effort!

As the market leader in Automated Customer Experience (ACX), Ada is the only conversational AI 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 Zoom to put conversational AI at the front end of their customer experience strategy, thereby freeing live agents to have greater impact.

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