

Our goal at Ada is to provide a platform for customer support teams that enables them to reap the benefits of AI with a highly accurate, personalized chatbot. To do so, the artificial brain powering our platform has to be a specialist. While more generalized AI is a fascinating example that shows us how far we can push the boundaries of what technology can do, applied AI like Ada takes that power and makes it practical.

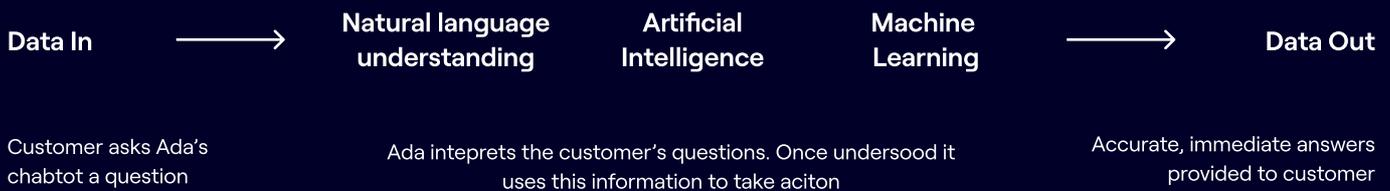
### What is AI?

AI is an area of computer science that works to build machines that imitate human intelligence, which often results in performing tasks previously done by a human but faster and at larger scale. In Ada's case this means automating answers and actions traditionally done by customer service agents.

### What is Machine Learning?

A large amount of modern AI is accomplished via Machine Learning (ML), a set of algorithms and statistical techniques that enables programs to perform tasks by implicitly learning patterns contained in data as opposed to being explicitly programmed to do so. With Ada, for example, our platform is trained using customer inquiry data.

### Breaking down the basics



## What makes us different

### Strong foundation of data

Unlike other AI-powered customer service platforms that depend on third-parties, we've built and continue to maintain our machine learning pipeline in-house. Leveraging anonymized text inputs from customer conversations and inquiries, we train our platform to understand key case drivers, issues, and common questions posed by customers across industries.

### Ada's AI understands the bigger picture

From jargon to typos, a chatbot built with Ada is able to interpret inaccuracies, missed words, and spelling errors. But more than that, our proprietary Natural Language Understanding engine allows the chatbot to instantly determine meaning and understand context without the need for perfectly curated sentences.

### Clients benefit from Ada's diverse network

Every conversation facilitated by an Ada-powered chatbot strengthens the performance of every client's chatbot, creating AI network effects. This means that with millions of conversations happening every month, Ada's clients benefit from a range of dynamic and diverse issues, use cases, and interactions, that improve accuracy with each engagement.

### We enable customized chatbot training

Our clients know their business best, including the key questions and content driving customer inquiries. That's why with Ada, in just seconds our clients can train the chatbot with key questions that enable it to understand and respond with nuances, topics, and terms specific to their industries.

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## Ada's AI outperforms the competition by 14%

We facilitate regular benchmarking exercises to ensure the strength of our AI keeps us top of the bots. To complete this competitive analysis, we identified popular platforms and measured the accuracy and predictive capabilities of each.

### Experimental Setup

To conduct this analysis, we asked each competitor chatbot and our own Ada-powered chatbot the same test questions and analyzed the results asking:

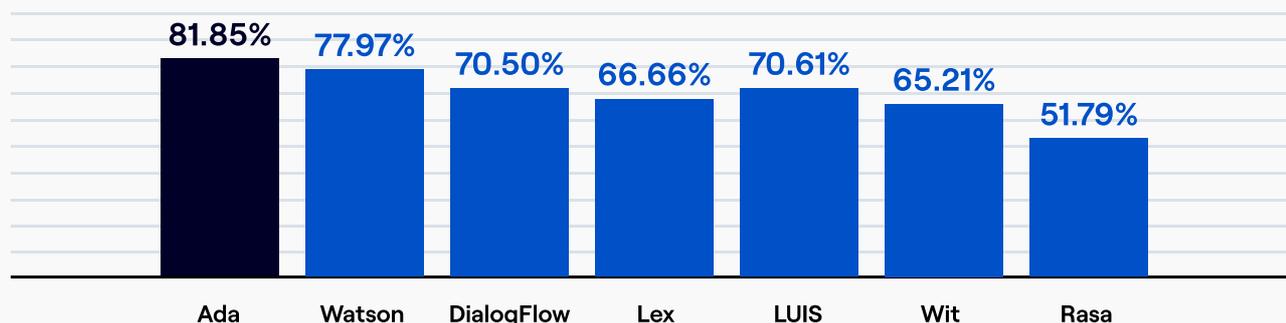
- Is the chatbot able to understand the customer instantly?
- To what degree can the AI interpret long sentences or jargon?
- Is the chatbot enhancing or hindering the customer experience?

### Results

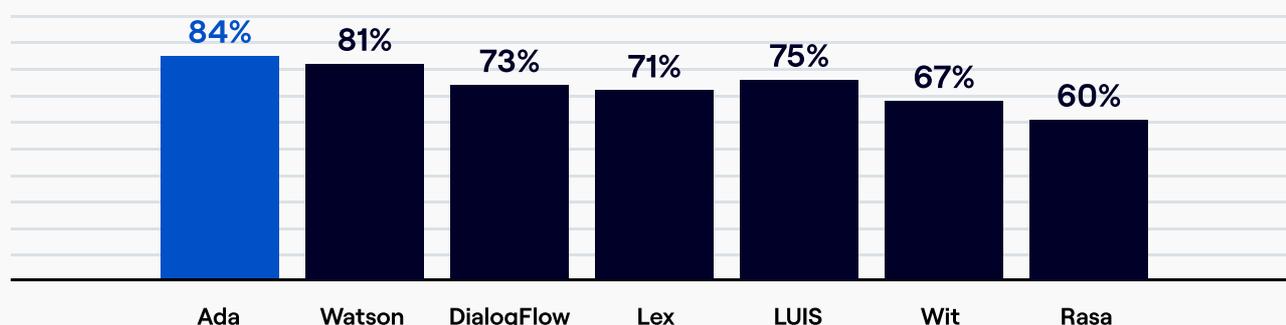
Across measures of both accuracy and predictability, Ada was proven to outperform well-known vendors on the market, on average by 14%.

The results reinforce our dedication to providing high-quality, personalized experiences that build customer confidence, trust, and loyalty.

### Predictability



### Accuracy



As the market leader in Automated Customer Experience (ACX), Ada personalizes engagement across the customer journey by putting the power of AI in the hands of the people who know your business best. Ada makes it simple for non-technical teams to build an automated, enterprise-class chatbot platform that saves time, reduces costs, and improves engagement.

Ada does much more than respond to frequently asked questions – it encourages users to take action in a meaningful way, thereby solving more than 70% of customer inquiries and freeing live agents to respond to only the most mission critical interactions.

Headquartered in Toronto, Ada enables clients around the world, like TELUS, Square, and Air Asia, to provide their customers with 24/7 personalized support in more than 100 languages.

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