

The majority of customers today expect companies to respond to their needs immediately — on the channel of their choice, at any time.

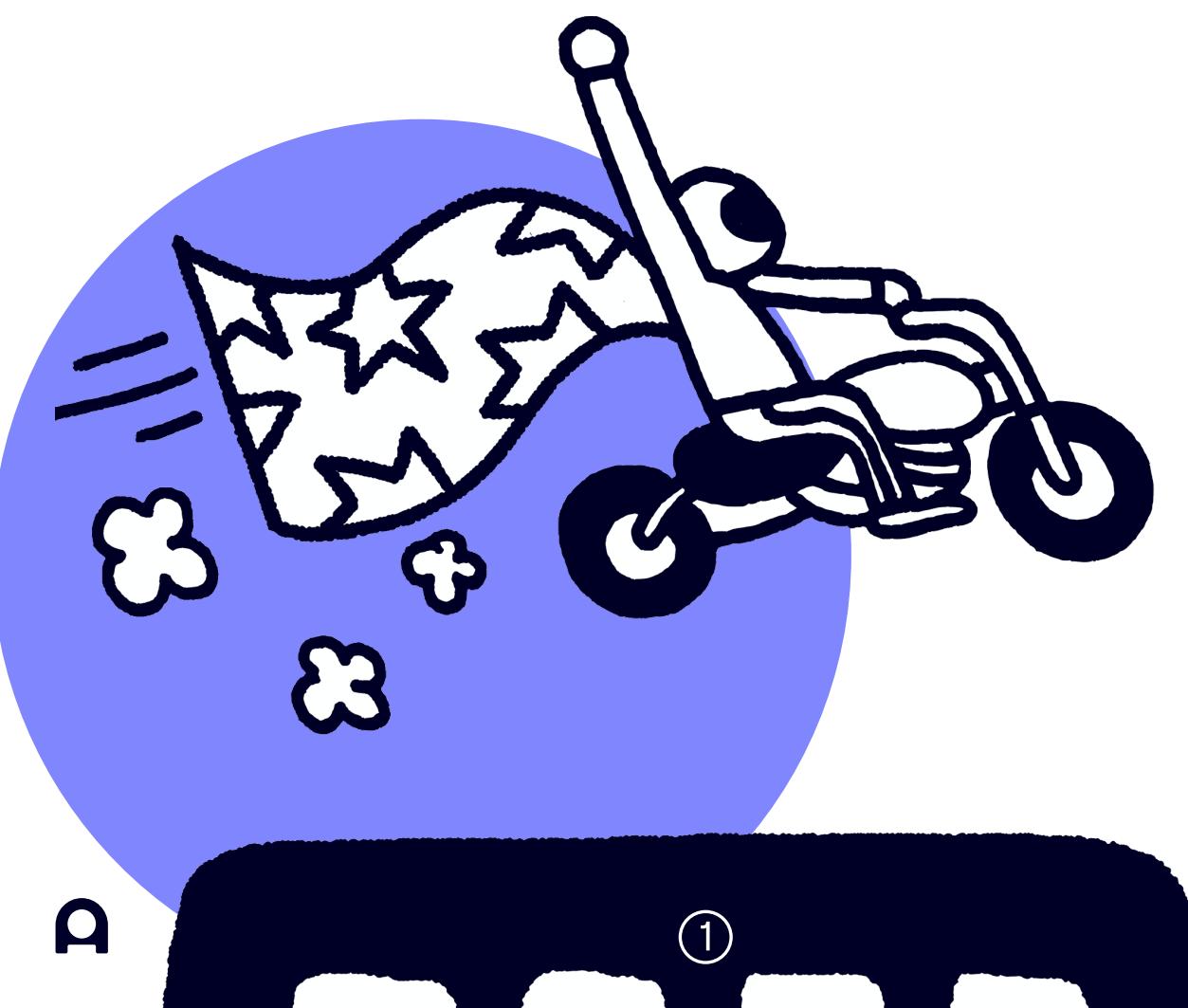
This can be difficult to achieve when customer support agents are drowning beneath a growing deluge of inquiries, most of which are frequently asked questions or repetitive requests.

The smartest way to free your agents from this burden is through an AI-powered, automation-first strategy as your front-line of support, on all digital channels.

Ada's award-winning automation-first strategy delivers better live support.

"Automation and intelligence quell the headcount increases. They free agents from working on low-value or repetitive tasks and enable them to focus on building connections with customers to garner their satisfaction and loyalty."

FORRESTER



## MORE ZENDESK CUSTOMERS CHOOSE ADA THAN ANY OTHER CHATBOT

With Ada's AI-powered, personalized chatbot platform, you lead with automation, thereby deflecting more than 80% of customer inquiries and boosting live agent productivity - delivering cost savings while increasing customer engagement and satisfaction.

Ada's seamless and streamlined integration across the Zendesk product suite:

- Connects customers with a live agent
- Hands off to an email ticket
- Leverages variables and data from Sunshine CRM
- Enables messaging across digital channels with Sunshine Conversations

"With Ada at the front end of our Zendesk instance, we were able to lower live agent attrition to a mere 3%, while also growing customer CSAT. I have never seen that in my career."



**JOE WANG, UPWORK**  
Senior Director of Customer Experience

## 24/7 ON-DEMAND SUPPORT

Turn-on integration for sought after customer channels like Facebook, WhatsApp, SMS, and your website or applications.

## SPEAK 104 LANGUAGES

Build a library of automated content in one language, and use Ada to instantly translate and train the chatbot to provide support in 100+.

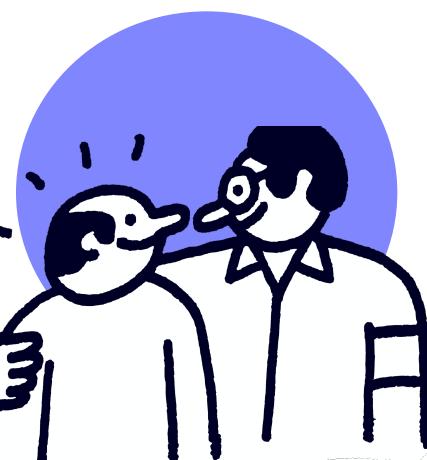
## PERSISTENT CONTEXT

Reduce agent handling time by providing agents with chat transcripts whenever an issue is escalated.

## EASE OF USE

Create, edit, and manage answers with a simple and intuitive Drag and Drop Editor that lets non-technical teams build a chatbot with dynamic, personalized, and proactive content.

## More than 60 Ada+Zendesk shared customers



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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