

Leading a cryptocurrency company to decrease ticket handle time by 90%+

CHALLENGE BEFORE ADA

LiteBit.eu, a Netherlands-based cryptocurrency broker, provides a platform that enables everyday consumers to buy, sell, and store 55 different types of cryptocurrency.

In 2017, as the cryptocurrency boom made headlines, a surplus of consumers turned to this new currency, resulting in more than double the number of inquiries for LiteBit.eu's live support agents.

While this showcased the popularity of the brand's platform, it also threatened the quality of customer support. Although LiteBit.eu had introduced Zendesk ticketing, the business feared that it wasn't providing the personalized customer experience on which it had built its reputation.

AUTOMATING WITH ADA

With high goals, rapid timelines, and a brand reputation to uphold, LiteBit.eu created one of the world's first Automated Customer Experience (ACX) Teams, dedicated to introducing the benefits of AI to the customer journey with Ada.

In less than a month, members of LiteBit.eu's ACX team worked with Ada's Consultants to build and launch a 24/7 branded chatbot that deflects 80% of customer inquiries across its website and app.

Acting as the frontline of LiteBit.eu's support, customers can use the 10-language chatbot to self-serve first before escalating to an agent, if required.

BEFORE ADA

- Agents unable to manage high volume of tickets
- All inquiries handled by Zendesk live agents
- Limited 9–5 service hours
- Support available in only 2 languages

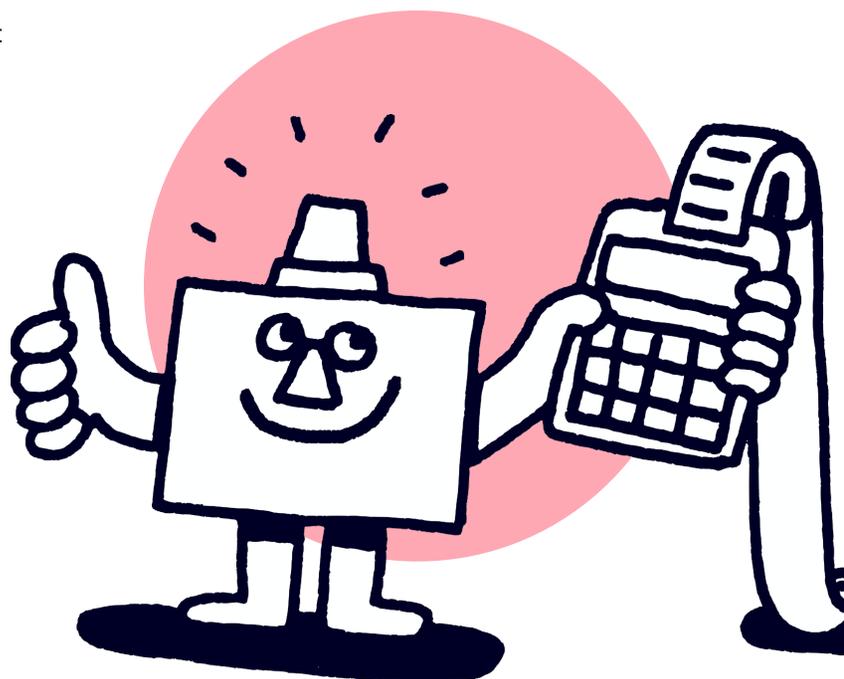
AFTER ADA

- 90% reduction in agent handle time
- 84% of inquiries solved without agent
- Improved NPS score
- 24/7, instant chatbot support in 10 languages

"We feared introducing AI-powered automation would weaken the quality of our service; however; Ada continues to prove otherwise."



BAS LUCIEER, LITEBIT
ACX and Business Intelligence Engineer



EXTENDING HOURS OF HELP

With access to a 24/7 self-service solution, LiteBit.eu's customers are freed from waiting for an agent to support with high-risk, time-sensitive requests.

EDUCATING IN REAL-TIME

Through integration with LiteBit.eu's existing APIs, Ada pulls instant performance metrics specific to individual currencies. Complicated conversations and steps are replaced with instant insights and information that help customers make more educated decisions.

PROACTIVELY PROVIDING SUPPORT

Leveraging Ada's Intros feature, LiteBit.eu engages customers first, with unique chatbot content timed and targeted to search behaviour.

"By providing our booming base of new crypto traders with instant education, market insights, and stronger direction for self-service, we've enhanced the experience for both our agents and customers by saving them both time and effort."

ENGAGING CUSTOMERS IN THEIR NATIVE LANGUAGE

No longer is the language of LiteBit.eu's support determined by the language of their agent. With Ada's Multilingual feature, LiteBit.eu can engage customers with multilingual assistance, ready to support in 10 languages.

SAVING AGENTS FOR HIGH-VALUE INQUIRIES

By instantly solving more than 80% of LiteBite.eu's customer inquiries, Ada has shifted the agent role to focus on more complex, higher-value conversations that require a human touch.



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.

 +1 (855) 232-7593
 hello@ada.support

 @AdaSupport
 facebook.com/getadasupport
 linkedin.com/company/ada-support-inc.